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## DemandGen Report Honors Top Ten Firms Driving Growth Via Automation

Putting the volatile economy in the backseat, some **BtoB organizations** are taking a **fast track to success**. Overcoming the challenging business climate, many of the current leaders are using sales and marketing automation and lead management tools to **improve their response rates** and convert a higher percentage of leads into opportunities.

These organizations have gained a competitive edge by adopting strategies centered around lead nurturing and lead scoring to accelerate pipelines and improve the results of their marketing campaigns. By closely aligning their sales and marketing organizations, these firms have realized a go-to-market edge by targeting their outreach to specific segments and then prioritizing the prospects their sales teams pursue.

To highlight those organizations, DemandGen Report presents its 2nd Annual DemandGen 10, honoring 10 firms who have used sales and marketing to help drive their growth. The winners will be presented in a two-part feature. The winners profiled this week include:

- IAG Consulting Increases Lead Volume 3-Fold With Insight Tool
- Codice Software Configures Nurturing Program To Drive Sales-Ready Leads
- CoreTrace Creates A Template For Lead Management Success
- Jaspersoft Increases Conversions With Intelligent Lead Scoring
- Redstone Properties Re-Engages Real Estate Buyers With Nurturing

eTrigue

Intelligent Demand Generation™

### Headquarters:

San Jose, CA

### Market Positioning:

eTrigue provides marketing automation and sales acceleration tools to generate leads and close more sales.

## Codice Software Configures Nurturing Program to Drive Sales-Ready Leads

Codice Software is a privately held engineering company focused on the design and development of Software Configuration Management (SCM) solutions.

The Silicon Valley and Valladolid, Spain-based company provides its customers with a high-end SCM product, implementing all the functionalities of the top configuration management suites. Codice's mission is to CM widely available to any-sized organization.

By implementing a marketing automation solution from **eTrigue**, Codice built a lead nurturing program which increased response rates by 160% versus the same period the prior year.

**Through the implementation of a series of coordinated nurturing campaigns, Codice saw a 225% increase in qualified leads, and a 50% increase in actionable sales leads.**

Codice was able to re-engage with over 35% of the leads that had been deemed inactive, of which 17% were later qualified as viable and actionable leads.

Given the current pipeline analysis, Codice expects to shorten their average sales cycle by four months by implementing alternate nurturing tracks that increase the rate of engagement for those customers showing strong buying signals. These tracks provide more rapid interaction along with content geared for sales-ready prospects which have entered the "exploration solutions" phase of the buying process.

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