



Client case

LEAD NURTURING & LEAD SCORING

DTG offers practical online marketing services to small and medium enterprises (SMEs) in the Netherlands. The Amsterdam company helps entrepreneurs to be easier to find, to present themselves online and to get in touch with new customers. For DTG, all SMEs in the Netherlands are potential customers. By offering targeted content such as white papers, expert articles and workshops, the company converts visitors to DTG.nl into leads. To capture and identify these leads and deliver them at the right moment to Sales, DTG opted to go with Ternair.

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From ‘Operational Excellence’ to ‘Customer Intimacy’

DTG wants to grow in terms of the number of customers and steady customers, and when it comes to revenue per customer. In order to make this happen, DTG needs a process that effectively recruits new customers from among ‘suspects’ and ‘prospects’. It also needs a lead-nurturing process that keeps these suspects and prospects informed with relevant communications at every step of the way, and converts them to customers. In its search for a specialist that could help with this, DTG came across Ternair.

Lead and Demand generation

At DTG, the focus is on small or medium entrepreneurs as existing or prospective customers. With the help of the Ternair Suite they will be given all necessary support so that they become and / or stay satisfied customers.

A ‘single customer view’ of all customers is constructed, consisting of profile information, contacts, contracts, as well as information on what the prospect / customer has done or received at what moment and via what channel. In order to subsequently convert visitors to leads, a process of lead scoring follows, based on downloads, participation in workshops and other contact moments with DTG. To feed this process, fully automated, event-driven campaigns are sent out in Ternair Campaign, based on (real-time) behavioural data and lead scores. Once they have been qualified, leads are automatically sent on via Ternair Campaign as ‘sales task’ to DTG’s customer relationship management (CRM) system. These leads are visible to sales through a lead form, so that all underlying information on the prospect / customer is available and transparent. That way, sales can respond effectively to the situation of the leads. Finally, Ternair Datamart is deployed in order to measure and report on the sales funnel.

Speed and efficiency

Since the implementation of the Ternair Suite, DTG’s lead nurturing process has improved considerably. Every day, more than 250 leads are captured and followed up on with Ternair Campaign. Leads that reach the Sales Qualified lead score are delivered to sales automatically, at just the right moment.

By automating manual tasks, DTG has realised a cost saving. In addition, the time to market has shortened considerably. Whereas in the past, sales leads were distributed only after a few days, this now takes place more or less in real-time, and that has considerably improved the quality of, and the conversion rate for leads.

Testimonial Charles van Zandbergen, Manager Marketing & Sales Operations at DTG:

“DTG has selected Ternair Suite because this platform provides all the functionality needed to manage and initiate all interactions with customers and prospects via all channels. In addition, the expertise of the Ternair team, and the speed they worked at, played an important role. The implementation of the Ternair Suite was ready in no time, including the customisation needed in order to connect the platform seamlessly with DTG’s processes and organisational structure. As a result, the time to market fell considerably (from days to minutes), and the quality, and thus the conversion, of leads has improved considerably. And that’s not all: Ternair also allows us to further optimise the business impact throughout the marketing and sales funnel.”