

 Bilin

BA  
**INSIGHT**

*“I appreciate the responsiveness that I get from your company, and I think that goes a long way too...”*

*It’s been really helpful to have the flexibility to get the data in different ways that meet my needs.”*

**Debbie Ferolito**  
*Chief Marketing Officer*

# BILIN BA INSIGHT CASE STUDY

SEE HOW BILIN CAN  
HELP GROW YOUR BUSINESS



# SEARCHING FOR THE RIGHT ANSWERS

Already familiar with the benefits of intent data, BA Insight was on the hunt for a more personalized approach to lead generation. Thanks to Bilin's customizable intent data services, BA Insight has revamped their lead generation search process, and been able to directly target verifiable decision makers.



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## THE BACKGROUND

Prior to working with Bilin, BA Insight, an enterprise search company, had utilized other intent data products via package solutions. However, they were running into trouble with generalized results that didn't produce as many successful leads.

## THE CHALLENGE

Tired of traditional methods for lead generation, they desired information that would find the right decision makers to target, rather than sifting out names from basic company information. Impressed by the results on our sample list, they decided to take the plunge and employed Bilin's hyper-sensitive intent data in their sales and marketing processes.

# THE SOLUTION



## **Speak Directly**

With specific decision makers



## **Comprehensive Marketing**

Save Costs and Time

Since integrating Bilin, BA Insight has seen an increase in qualified responses and booked meetings. By targeting specific decision makers, BA Insight has been able to weed through the diverse subgroups within IT and speak directly with those who are responsible for enabling enterprise search. With Bilin's intent data, they've correlated content consumption, web mapping, and specific keyword integration for comprehensive sales and marketing. In addition to increasing prospective agencies, sales meetings, and marketing campaigns, they've saved costs on buying unqualified lists and time contacting prospective clients.

## THE FUTURE

Moving forward, BA Insight is eager to fill their pipeline with qualified inbounds. Despite the slowdown brought on by the COVID-19 pandemic, they are optimistic that their implementation of intent data will continue to prioritize promising leads and drive their marketing and sales teams on the path to success.

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# BEYOND YOUR EXPECTATIONS

SEE HOW BILIN CAN HELP GROW YOUR BUSINESS

