

How CloudThat witnessed 287% revenue growth using Integrately for their LinkedIn Lead Gen Campaigns



“Using Integrately for our LinkedIn Lead Gen Campaigns eliminates a lot of manual tasks which allows us to focus on the capital instead of passing around data internally.”

Tahir Kadakol
Performance Marketing Executive,
CloudThat

About the Customer - CloudThat

CloudThat is a global frontrunner in cloud computing training and consulting for midsize to large enterprises. It aims to deliver global services on Cloud Engineering, Cloud Training and Cloud Expert Line, with its expertise in major cloud platforms including Microsoft Azure, Amazon Web Services (AWS), VMware and Google Cloud Platform (GCP).

CloudThat partnered with Integrately – an integration platform that helps marketers connect their preferred apps with thousands of others in just 1-click – to optimise the results of their LinkedIn Lead Gen campaigns. This partnership allowed CloudThat to accurately reach its target professional audience using LinkedIn’s advanced targeting tools and minimize lead drop-offs through Integrately’s automation.

Challenge

Before partnering with Integrately, CloudThat faced a few challenges in engaging their leads from LinkedIn campaigns:

- Manually downloading leads was time-consuming
- Delayed lead syncing with the CRM team
- Lead drop-off due to friction in the funnel

Solution

CloudThat opted for a software solution that allowed for:

- Easy automation set-up to transfer leads to their CRM team
- Seamless funnel event sign-ups and varied leads to multiple online event channels
- Round-the-clock support team to help optimize automations



Results

- With Integrately, CloudThat was able to capture leads directly from LinkedIn into their CRM, reducing friction in the sales funnel
- Lead outreach time was reduced by 320% due to faster availability of leads for the sales team
- LinkedIn enabled CloudThat with the specific type of targeting they needed on job location and job title leading to efficient budget utilization, thereby allowing CloudThat to increase their campaign budgets with an eye on performance



287%

INCREASE
in revenue

320%

REDUCTION
in lead outreach time

120%

INCREASE
in qualified leads

CloudThat was able to uplevel the success of their campaigns with more accurate and timely lead syncing and integrate campaigns across multiple marketing platforms for a more unified approach.

The partnership between Integrately, CloudThat and LinkedIn highlights the possibilities available for brands to connect their audience touch-points through different marketing funnels and enable a sophisticated web of multi-layered activations for various use cases.

