CASE STUDY
Booking.com for Business

LEADBOXER IMPLEMENTED BY BOOKING.COM FOR IDENTIFICATION AND ENRICHMENT OF CORPORATE LEADS

CLIENT: Booking.com for Business
WEBSITE: business.booking.com
REQUIREMENTS
- Track website activity and identify companies based on IP addresses
- Track form submissions and complete customer journeys
- Enrich the form submissions with both corporate and professional personal data

SOLUTION
Provide the enterprise sales team with only highly qualified Marketing Leads, based on verified firmographic data

BACKGROUND
Booking.com for business is the B2B division for the well known travel website and offers multiple products and services to businesses small and large worldwide.

The products they offer are geared towards the Smaller Businesses, hotels, travel agencies and corporate or enterprise travel departments.

LeadBoxer was contacted by Booking.com as they learned from within the startup network that LeadBoxer was able to provide them with the insights they were looking for; identification and enrichment to identify their Marketing Qualified Leads (aka MQL)

THE CHALLENGE
As with most businesses, the Booking.com-for-business Marketing team was responsible for providing the enterprise sales team with enough qualified leads to reach their targets.

Advertising campaigns on social channels were bringing in enough leads to landing pages, however these leads were hard to qualify.

The landing pages offered a white paper in return for business and professional information. Many leads entered false or inaccurate data however, which lead to the qualification of many inaccurately identified leads.
THE SOLUTION
After analysing the current implementation, whereby forms were created with Marketo, we implemented a customised javascript that captured all the data from the visitor and the details of the forms they were filling in.

From this data we identified and enriched the leads with items such as industry, company size (number of employees) location, job titles, social profiles and numerous additional items.

This data was then automatically sent to their CRM and added to the existing lead as separate fields in order for the marketing team to manually verify and approve the leads, so that they could be sent to the Enterprise sales team for processing.

BUSINESS BENEFITS
Thanks to this new implementation and verification of leads, the marketing team was confident that the leads they were sending to the enterprise sales team were better qualified as they were utilising more and better data:

Benefits included:

• Disqualify false-positives
   Being able to find and disqualify the leads that provided information to appear larger, did not provided their role, or were from a region outside the qualification standard.

• Qualify false negatives
   Being able to find and qualify the leads that provided none, or incorrect, data about their company or role but were actually inside the qualification criteria

• Interests and intent
   Providing the enterprise sales team with lead behavioral data in order to focus their sales on actual interest and buyer intent.

ABOUT LEADBOXER
LeadBoxer is a Lead & Customer Data Platform headquartered in Europe (The Netherlands). The LeadBoxer software platform is a best in class solution designed to analyze enormous amounts of Big Data derived from multiple online traffic sources.