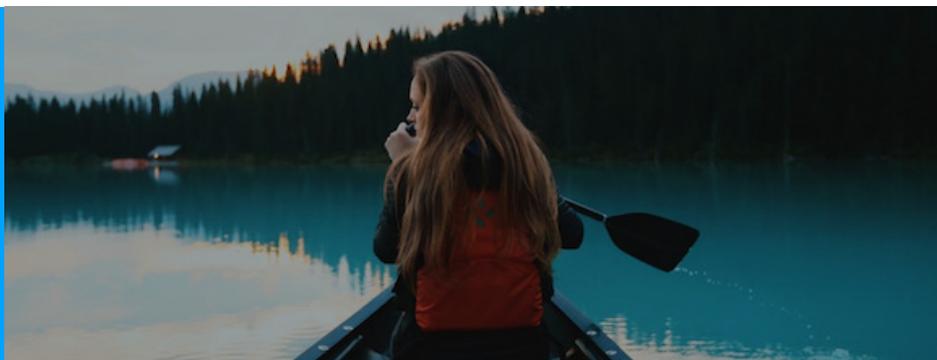




**LeadBoxer**

CASE STUDY

## Hotel Booking platform



# LEADBOXER IMPLEMENTED BY LARGE HOTEL BOOKING PLATFORM FOR IDENTIFICATION AND ENRICHMENT OF CORPORATE LEADS

### CLIENT:

One of the largest hotel booking platforms in the world

### REQUIREMENTS

- Track website activity and identify companies based on IP addresses
- Track form submissions and complete customer journey
- 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

This solution was created for the B2B division of a well known hotel booking platform / website. They offer 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 the customer 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

Like in most businesses, the business marketing team was responsible for providing the enterprise sales team with enough qualified leads for them to reach their targets.

Specifically 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 to download in return for business and professional information, however many leads filled in the form with either false or inaccurate data, which lead to many inaccurately identified qualified leads.

**“LeadBoxer provided us with much more details about our website leads than we could collect ourselves, we were able to better qualify the leads before sending them to sales”**

Marketing manager  
International booking  
platforms

## THE SOLUTION

After analysing the current implementation where the forms were created by 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 like industry, company size, (number of employees) location, job titles, social profiles and many other items.

This data was then automatically send 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 send to the Enterprise sales department

## 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 able to use 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 behavioural data about these leads so that they could focus their sales on actual interest and buyer intent.



**LeadBoxer**

[www.leadboxer.com](http://www.leadboxer.com)

## 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.

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