Case Study

MARKETING AUTOMATION CLIENT

RDIGS

Background

A while back, a publisher onboarded a Marketing Automation client to run targeted lead generation campaigns. To meet the required lead volumes, the publisher was working with three external providers. However, over time, their client began raising concerns about the quality and timeliness of leads. Specifically, the client was experiencing:

- **Delays in receiving leads,** making it harder to engage prospects at the right moment.

- **Inaccurate targeting,** where leads did not always match the agreed audience profile.

- **Wrong job titles,** meaning leads were not decision-makers or key stakeholders in the buying process.

The client was becoming increasingly frustrated, putting pressure on the publisher to resolve these issues or risk losing the contract. At this point, the publisher was open to working with RDIGS if we could solve these problems and help them retain the client.

Challenge

The main challenges were:

- **Speed & Efficiency** – Leads were arriving late, reducing the client's ability to capitalise on interest at the right time.

- **Precision in Targeting** – Many leads were not fitting the exact persona criteria, leading to wasted outreach efforts.

- **Job Title Accuracy** – The client needed leads that matched seniority and decision-making roles, but this was not being consistently delivered

The publisher needed a reliable partner who could deliver high-quality, accurately targeted leads on time to restore client confidence and protect their business relationship.

Actions Taken

RDIGS implemented a streamlined, data-driven approach to improve lead quality, delivery speed, and audience targeting:

- **Increased Resources & Faster Verifications** – RDIGS has a large team of over 100 lead generation specialists, allowing us to commit additional resources to the campaign. This meant verifications and checks could be conducted even quicker, significantly improving lead turnaround times.

- **Refined Targeting with Industry Insights –** To improve accuracy, RDIGS worked closely with the publisher and the client to agree on exact job titles. Additionally, RDIGS leveraged insights from its own community to suggest other types of decision-makers who were actively engaging with similar content.

- **Decision-Maker Validation –** To ensure that every lead was relevant, RDIGS introduced a validation question in the lead capture process. This question assessed whether the marketing decision-makers responding to the campaign had direct influence over marketing automation decisions. As a result, the leads were either:

  - The exact job titles specified by the client, or
  - Decision-makers whose level of influence on automation decisions was clearly justified based on their responses.

- **Intent Targeting & Keyword Performance Analysis –** RDIGS implemented intent data tracking to assess which decision-makers were actively researching marketing automation solutions.By analysing keyword engagement and content consumption patterns, RDIGS prioritised leads who demonstrated higher purchase intent, ensuring the client received prospects that were further along the buying journey.

- **Proactive Data Scrubbing –** Every lead was checked and verified against key criteria (correct company, job function, industry relevance) before it was sent to the client, minimising errors.

Outcome & Lessons Learned

By implementing these improvements, RDIGS delivered a major turnaround in lead performance:

- **Lead delivery time improved drastically,** with leads reaching the client 69.4% faster than before.

- **Accuracy of targeting increased significantly,** ensuring that leads met the client's industry, company size, and persona requirements.

- **Job title match rates improved to 97.5%,** providing the client with access to relevant decision-makers rather than unqualified contacts.

- **Influence over marketing automation decisions was verified,** ensuring that even if the job title varied, the lead had clear decision-making authority.

- **Higher Intent Leads –** By incorporating intent-based targeting and keyword performance analysis, the leads generated were more engaged and closer to making a purchasing decision, significantly improving lead quality.

Lessons Learned

- **More resources mean faster and better verification** – Having a dedicated team ensured higher efficiency and accuracy in lead processing.

- **Data-driven insights improve targeting** – Understanding who engages with relevant content and which keywords signal intent helped refine the audience in a meaningful way.

- **Decision-maker validation adds credibility** – Asking the right qualifying questions prevents irrelevant leads and provides justifiable value to the client.

- **Intent signals drive better lead quality** – Focusing on engagement patterns and keyword intent helps ensure that leads are actively considering solutions rather than being passive recipients of marketing material.

As a result, the publisher was able to retain their Marketing Automation client, turning a previously frustrated relationship into a successful partnership.