

Using LeadSift's intent-based leads, Social Horse Power has achieved a **20%** conversion from cold lead to prospect.

ABOUT SOCIAL HORSE POWER:

Social Horse Power is the leader in Employee Advocacy and Brand Ambassador programs. Based in Toronto, Ontario, Social Horse Power allows its users to create and manage hundreds of thousands of social media brand ambassadors in one central location, activating and encouraging employees and top customers to talk about their brand on social media. Using Social Horse Power's social selling tools, clients can attract new customers, empower current customers to amplify their message, and measure performance using leading-edge analytics reports.



 [SOCIALHPC.COM](https://socialhpc.com)

PROBLEM

The Social Horse Power sales development team had no shortage of leads. Their problem was not the number of leads coming in – it was the quality of leads they were seeing.

After testing dozens of lead generation tools to amp up their outbound sales prospecting, Social Horse Power was burnt out – most tools were either providing static lists of data that the sales team had to waste hours sifting through each week, or else the price per lead was simply too high.

SOLUTION

Frustrated with costly or time-consuming lead generation tools, Social Horse Power turned to LeadSift. By picking up on intent signals from across the web, LeadSift provides Social Horse Power with the most relevant leads at the right time.



Generally, with lead generation you have to choose between time management, quality and cost,” says Alex (Xan) Wynne-Jones, Advocacy Analyst at Social Horse Power. “LeadSift is the only provider we’ve worked with that is able to get us super high quality leads for a lower cost and zero time spent rummaging through data. I would recommend LeadSift to anyone who is serious about filling their pipeline with high quality, high conversion leads.



RESULTS

Using LeadSift, Social Horse Power has gained more qualified leads than with any other tools they have used in the past.

“We are currently running more than ten lead generation tools, and LeadSift easily gives us the best conversion, highest quality, and most comprehensive data,” explains Wynne-Jones. “From the leads provided by LeadSift, we have seen our conversion from cold lead to prospect go up to 20 percent.”

The LeadSift team has been actively customizing and adjusting Social Horse Power’s campaign during the course of several months to ensure that the search terms, keywords and verticals being covered are relevant and continue to bring in opportunities.

ABOUT LEADSIFT

LeadSift identifies B2B prospects based on social signals, qualifies them, and delivers them to your inbox. Whenever a prospect engages with your competitor’s content, or content published within your industry, LeadSift will discover and deliver them directly to you – complete with verified and accurate company and contact info.

Connect with us: hello@leadsift.com
1 (888) 808 8348
Halifax, Nova Scotia

twitter.com/leadsift
linkedin.com/company/leadsift
leadsift.com/blog

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