



The Solution:

Use 'Social' to Find and Message the Right Content to the Right Buyer

To solve for its diverse demand generation needs, Brainshark chose Synthio for the quality and depth of its data as well as its ability to support rapid campaign cycles. Within one proof of concept, Brainshark saw the power Synthio data could provide to supply not only the most accurate professional profiles available, but also a depth of social intelligence that could easily support targeted lists for micro-campaigns and specialized sales sprints. Add in 40 fields of social and professional profile data returned with each search, and Brainshark would be armed to deliver relevant, personalized content to the right buyer every time.

The Results:

Higher Quality Leads Lists, Improved Response Rates, Campaigns that Convert

Within just a few weeks of using Synthio, Brainshark realized the power of self-sourced data with very real results:

- Lead list size for targeted accounts increased 150%, meaning they found more of the right decision makers within existing prospects
- Found higher quality, more accurate leads at new target companies searching social fields like groups, keywords, and skills. Quality not quantity
- Obtained information about the buyer (unique to Synthio) that produced more definitive higher response rates as a result of more meaningful messaging



At the end of an initial 30 day term, Brainshark signed an annual contract and continues today to see remarkable results.

// *Synthio has been a key driver in our micro-campaigning strategy. We can better align relevant content to deliver the right message to a more targeted audience while supporting our lead gen efforts in the discovery of new decision-makers and high-level contacts at our prospect accounts.* **//**

- Kate Sarkissian | Database Marketing Manager