

Silverline Accelerates Buyer Journeys by 22% with Madison Logic

Key Results:

- 18% nurture path speed increase
- 9% lead conversion rate increase
- 7.5% buyer journey stage time decrease
- 22% time to close decrease
- 195% return on advertising spend

Challenge

Rich Resnick, the co-founder and President of Silverline, oversees the go-to-market strategy across their diverse set of clients and guides the sales organization, along with marketing and delivery, to ensure all clients receive maximum value from their investment. Rich always tries to engage his prospects more personally, rather than using a one-size-fits-all approach. Before using Madison Logic, Silverline used events, paid search, and social media for demand generation.

“We couldn’t easily engage our prospects with a unique message based on their stage,” Resnick said. “We didn’t have the tools to bring good personalization and timing until we found Madison Logic.”

Solution

To solve their personalization problem, Rich turned to Madison Logic and Journey Acceleration™. Madison Logic’s integrations into Silverline’s sales and marketing stack were a perfect fit and made incorporating Madison Logic into their strategy a breeze.

“We are heavy users of Salesforce and the Madison Logic direct integration, which can leverage all of our custom fields, meant that we didn’t have to reinvent the wheel,” Resnick said. “We leverage the work we’ve already done directly inside the Madison Logic platform. This made the time to value very quick.”

About Silverline

Silverline is headquartered in New York City with offices located in Chicago, Orlando, Omaha, and Minneapolis, and consultants throughout North America. They focus exclusively on the end-to-end implementation of Salesforce products and powerful third-party apps. They are dedicated to helping their customers realize the maximum value of their Salesforce implementation and related technologies.



Rich Resnick
President and Co-Founder
Silverline

“These quantifiable metrics have already helped us to create more sales opportunities faster,” Resnick said. “We're extremely satisfied with the results our Madison Logic programs delivered.”

Results

Silverline's initial results with ABM are impressive, and they are just the beginning. Here are the benefits that Silverline has already seen from their Madison Logic ABM partnership:

- 18% increase in speed at which leads move through the nurture path
- 9% increase in lead conversion rates
- 7.5% decrease in time that opportunities spent between each stage in the buyer's journey
- 22% decrease in time from opening an opportunity to closing an opportunity
- 195% return on advertising spend (ROAS)

The Future

Rich plans to expand Silverline's ABM tactics with Madison Logic.

“We want to further personalize the content strategies we deploy through ML, as well as segment opportunities with more granularity based on the intent data from ML,” Resnick said. “We also want to dynamically target different personas at different sales stages, which we know the ML platform provides.”

Rich also plans to use ML's Content Marketing Services to build out their content strategy, as well as using the technographic data set that the ML Data Cloud provides to better understand what technologies their prospects have installed. That's not all — Rich also plans to embrace an always-on ABM approach with Silverline's media programs to ensure that prospects continue to see the right messaging at the right time no matter when they change stages.

If you would like to learn more about how Madison Logic can help you convert your best accounts faster, contact us at sales@madisonlogic.com