

CASE STUDY

Revving Up Revver's Lead Generation with 540% BOFU Lead Increase and 43% More Yearly Leads

43%

Increase in leads YoY

540%

Increase in BOFU Leads

20.5%

Increase in qualified leads

About Revver

Revver, formerly known as eFileCabinet, is a cutting-edge document management and workflow automation solution provider. With a rich history in simplifying file organization and collaboration, Revver continues to empower businesses with innovative tools to enhance efficiency and streamline document processes.

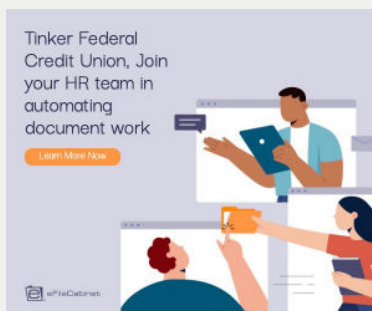
The Problem

At the start of the year, Revver encountered a decline in the performance of its LinkedIn ads. Despite sporadically generating a significant volume of leads, the issue persisted as these leads never turned into qualified prospects.

At this time, Revver was undergoing an up-market shift, refocusing on larger organizations and adjusting their Unique Selling Proposition (USP), presenting an additional obstacle in the path to securing qualified leads.

The Strategy

In June, 97th Floor began collaborating with Revver to implement 6sense segments in their LinkedIn ads. This strategic move aimed to refine Revver's target ICP's and effectively fill their pipeline with qualified leads.



Results

By the end of the year, 97th Floor's revived LinkedIn campaigns were pulling leads that were qualified 22% of the time—a huge bump from the 1.5% qualification rate in 2021.

