

Liftshare sees increased leads through targeted outreach

Case Study: Liftshare



The Company

Liftshare is the UK's leading car share provider. Based in Norwich, this Social Enterprise provides a car sharing platform to over 600,000 users. Liftshare also works with 700 businesses across the UK to provide the platform to their employees. Since Liftshare deployed Cognism's platform in 2018, its sales team has drastically increased sales opportunities and leads for the whole team. The platform, powered by an Artificial Intelligence (AI) engine, has provided Liftshare with a game-changing approach to data that improves the depth, accuracy and timeliness of each prospect interaction.

5,000 emails sent

Read rate of 17.2%

The Challenge

Liftshare wanted to generate more opportunities for its sales teams, ensuring its mission and message was conveyed to relevant potential prospects. In addition, it wanted to make sure the sales team were delivering outbound activities with more impact; with over 600,000 members on the public platform and 700 corporate clients, Liftshare wanted to expand and seek new opportunities.

It is now widely recognised that B2B organisations need to adopt more effective strategies to identify their key targets, approach the best contacts and increase their revenue growth. However, despite being well established, the traditional approach of Customer Relationship Management (CRM) is often complicated and difficult to maintain with any degree of accuracy. Data often goes out of date as soon as it hits the system

which creates issues in identifying decision-makers and/or the appropriate profile to do business with.

This traditional approach can often hinder growth, which is why Andrew Anderson, part of the Business Engagement team, turned to Cognism to help the sales team create impactful outreach campaigns that targeted the right prospects, at the right time, with the right message.

Andrew Anderson comments, "Liftshare needed a more effective lead generation strategy. We knew what prospects we wanted to target but we identified that the team needed to be more targeted and strategic. We chose Cognism because of its easy to use platform and its ability to deliver complex sequences of emails to the organisations that are of real value to our sales team."

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The Solution

Using Cognism's platform, Liftshare was able to more accurately identify desired prospects with the most relevant business profiles by using data that was not only clean, but compliant with regulations such as GDPR. In addition, the company used the AI engine's feedback loop to act on changes in user profiles in a highly timely

manner. In doing so, they could make sure they were not only prioritising outreach activity at the right time, but that each prospect interaction was focused and relevant to that persona, increasing the likelihood of a sale. The result is both improved conversion rates and an increase in leads.

The Results

The sales team continues to receive multiple responses to their outreach campaigns daily, spurring them on to grow their Opportunity Generation team to accommodate the increase in enquiries.

Since deploying Cognism's platform, the team now receives an additional 15 - 20 leads per month, and in particular, the email marketing campaigns have achieved a read rate of 17.2% and a reply rate of 5%. The team hopes to increase the volume of campaigns run, as they continue to work with Cognism and look to expand into different geographical locations.

Andrew Anderson, part of the Business Engagement team, Liftshare explains, "Cognism's platform was very easy to use, yet it delivers something that, as a manual task, would have been very complex and difficult to manage. We had immediate confidence in the platform to help drive our lead generation and guide the sales team to the best prospects to pursue. Not only have we seen the hard benefits of increased leads, but the team also has a greater

Reply rate of 5%

understanding of how to run outbound campaigns and how to stage them properly. This additional coaching has been invaluable to us and has given us real trust in Cognism's platform."

In a fast-moving, data-rich world, it is essential that organisations keep pace when it comes to identifying new revenue opportunities. James Isilay, CEO, Cognism concludes, "We are thrilled to see that our platform has been so successful in helping the Liftshare sales team increase its leads and that it has given the team the confidence to create impactful outbound campaigns. It highlights that the opportunities are out there, organisations just need access to fresh data and the right messages, targeting prospects at the optimum time."