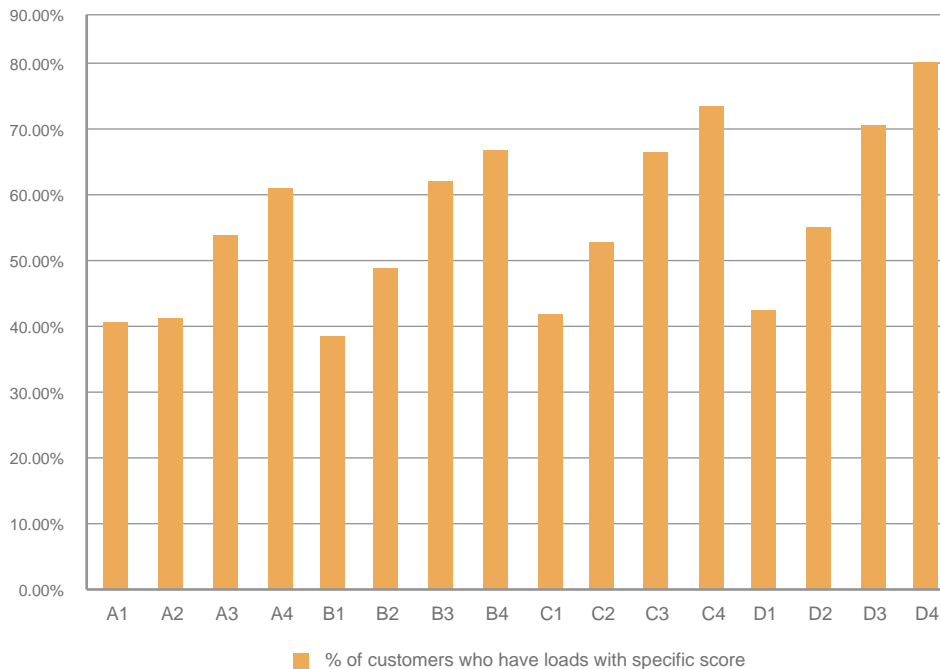# Less than 50% of Customers Have a "Perfect" Lead

□ % of customers who have loads with specific score

How Leadsberry's hawking lead analytics and lead scoring saved
a hospitality company from drowning by raising their
ROI and conversion rates by 50%in a year!

COMPANY OVERVIEW

The Client* a hospitality company has been renting several business suites and super luxurious rooms for corporates and big shots. It started off as a chain of hotels in 2003 with over 2-3 hotels located in almost every city. The goal that was set up for this company was to reach at least a hundred clients by the fifth year since its inception. By then, of course the hotel had gained good momentum, with its customers turning more loyal towards them. However, this could not bring even prospective customers to the company. Let's find out about Leadsberry's solutions to its problems.

*Client name not disclosed due to confidentiality reasons

HOW THE CLIENT BATTLED TO CREATE AN IMPACT BEFORE LEADSBERRY HAPPENED TO THEM!

The Client had earlier spent huge dollars on Google ads, bulk emails and many other online platforms. Yet, they were unable to personalize with the leads' unique requirements, due to which an increase in the marketing expenses ensued.
Their hotels are located in the scenic hillside areas of Switzerland, with just the right weather and colorful landscapes. But due to high rental prices, very little infrastructure for communication with leads

and a host of other reasons such as remoteness to industrial areas, the hotel wasn't able to capture the attention of new clients. Leads were generated but they never turned into deals. This resulted in increased investments on ads and other marketing strategies that weren't fetching them with even the expected number of enquiries or visitor walk-ins.
The hotel group couldn't understand where things went wrong with their marketing practices. They were left with questions such as, "Why are investments not fetching any returns," "Where is our quality being compromised" and, "What do the corporates expect," which got them perplexed.

TAILOR-MADE SOLUTIONS OFFERED

Leadsberry effectively built email solutions from scratch through lead analytics and scoring. In short, Leadsberry elevated the performance of lead nurturing by placing effective lead management in their arsenal. Until now, the leads weren't identified at all. They were sent mails, which were either irrelevant or sent at the wrong time at a higher frequency, not ensuring that people would view them. It analyzed and researched on the various temperaments of buying. The fixes offered were:

- Email templates were customized as per lead responses

- Lead responses were carefully monitored

- Leads were sent emails at the most ideal times of the day

- Leads' requirements were tracked

- Leads were scored accurately

*Client name not disclosed due to confidentiality reasons