



Integrate Demand Acceleration Platform helps Lynchpin Media deliver 30 percent more leads in one year.

THE CHALLENGE

For Richard Judd, the managing partner of Lynchpin Media, it was time for a change. The UK-based Lynchpin had a growing presence throughout Africa, Europe and the Middle East and had opened a new office in Dubai. But Lynchpin's manual process for cleaning, de-duping, sharing, and delivering leads to its roster of clients threatened that growth.

The Lynchpin Media team was bogged down by lead rejections due to incorrect contact information, invalid email addresses and other issues. Morale was low. Team members were tired of wasting time on bad data. Growth was limited; Judd was forced to hire new team members in order to boost revenue.

Judd needed a solution that would allow Lynchpin to run leads against target account lists, dedupe against previously supplied leads; enable fast lead review, data cleansing and compliance; and deliver consistent, superior lead quality.

THE SOLUTION

In 2020, Judd and Lynchpin turned to Integrate, and found the solution they needed: the Integrate Demand Acceleration Platform (DAP).

With the help of Integrate onboarding support, the Lynchpin team members soon learned to set up campaigns so that all the information requiring verification was processed through the platform rather than manually.

The impact was immediate. Lynchpin's marketers no longer wasted hours on data manipulation and cleaning. They were able to split responsibilities. Some team members still worked on campaign setup, while others managed the increased inbound lead volume with a new focus on campaign delivery.

"Once the team understood how to use the software correctly, how to set campaigns up and how to get the information out of Integrate that they needed, we had a much happier team," Judd said. "We even trained additional folks on the Integrate interface, and they're much happier now that they actually have pivoted away from the manual work and get to have conversations with clients."

THE RESULTS

The shift to the Integrate Demand Acceleration Platform enabled Lynchpin to deliver 30 percent more leads in the past year, all without increasing employee headcount. Judd believes his company would have added up to three additional staffers if they hadn't made the change.

The noticeable time saved by the Integrate platform, meant it was possible for Lynchpin to successfully expand their Intelligent CIO platform into North America, LATAM and APAC markets, helping them to provide global campaigns on behalf of clients whilst maintaining the quality.

“Our business grew 100 percent last year and another 300 percent this year. We have absorbed that growth using the same team, post Integrate implementation.”

RICHARD JUDD

Managing Partner at Lynchpin Media

Lynchpin has also seen:

- A big drop in the time it takes to push leads through the quality control process and get them to clients
- A reduction in the number of lead rejections from clients
- A significant increase in positive feedback
- A decrease in human error, which is common and frequent in manual work

The switch to the DAP and Integrate's Precision Demand Marketing approach helped Lynchpin eliminate silos between internal teams. This led to a more-efficient, more-effective process, one that generated higher quality leads and boosted the confidence of Lynchpin's customers.

“Once they saw that the quality was there, they started to order more volume from us, which in turn helped us to further scale,” Judd said.

And the increased volume is no problem for Lynchpin, long-term. In fact, the future looks bright.

“With the revised team structure post Integrate implementation, the team has the bandwidth to manage the increase in volume of leads because of the Integrate software,” Judd said.

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Lynchpin Media is an independent UK-based communications company, with a global reach. We use client content to generate industry insight and deliver targeted leads.

Integrate provides demand orchestration software that automates top-of-funnel demand marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue. Visit integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.