



Customer Story:

SalesIntel: The Clear Choice for Demand Gen Companies

“With SalesIntel, it's not just a transaction - it's a partnership. We know we can rely on their data and expertise to keep things running smoothly. They understand what it takes to grow with us.”

▪ Clayton Stobbs, VP of Customer Success & Product at The Juice

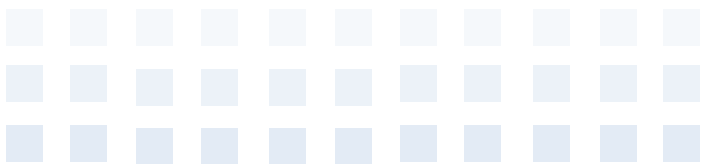
About The Juice:

The Juice is a B2B content distribution and intent data platform designed to help marketers and sales leaders engage with relevant content. With millions of resources available, The Juice offers individuals a streamlined content experience while supporting brands in targeting the right audiences, analyzing content performance, and optimizing their strategies.

The Challenge:

As a content and intent data platform, The Juice depends on accurate, real-time data to provide personalized content and insights. However, outdated or incomplete data created friction, especially when users neglected to update their information. This made it difficult for The Juice to recommend relevant content and for brands to reach their target audience.

Additionally, after consolidations in the data industry, their former provider became less reliable, leading to operational headaches and limiting their ability to scale.





The Solution:

The Juice partnered with SalesIntel to overcome data challenges and streamline key processes. With SalesIntel's accurate data, The Juice improved content recommendations, increasing engagements by almost 50% and provided brand partners with timely insights into audience engagement. This allowed them to keep user profiles current, even as roles or industries changed. Additionally, SalesIntel's data enabled auto-population of user details during onboarding, reducing friction and aligning with The Juice's "no forms" approach.

SalesIntel's collaborative and hands-on support was instrumental. It gave The Juice direct access to its team for quick resolution of technical issues, resulting in faster implementation and stronger go-to-market efforts.

The Outcome:

The collaboration between The Juice and SalesIntel resulted in several key benefits:

Enhanced Data Accuracy:

A significant improvement in match rates, keeping user profiles fresh and current.

Frictionless User Onboarding:

Reduced the need for manual data entry, making it easy for new members to start engaging with content.

Faster Implementation:

The Juice's small but agile team integrated SalesIntel's data solutions within a week, avoiding months-long delays.

Proactive Support:

Direct access to SalesIntel's technical team ensured smooth onboarding and real-time issue resolution.

