



How AudiencePlus Elevated **Win Rates by 16% with SalesIntel**



28%
More Ideal
Prospects



75%
Higher
match rates



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With SalesIntel, it's not just a transaction, it's a partnership. Our sales team reached 28% more ideal prospects and closed 16% more deals. So, 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 AudiencePlus

Overview:

The Juice by AudiencePlus is a B2B content distribution and intent data platform designed to help marketers and sales professionals engage with relevant content in a streamlined way. By providing millions of resources and curating tailored content experiences, they support brands in reaching the right audiences, measuring content performance, and optimizing their strategies for better engagement and outcomes.



The Challenge:

As a platform reliant on delivering personalized content through accurate, real-time data, The Juice by AudiencePlus faced several obstacles:

- **Data Decay and Incompleteness:** Users often failed to update their profiles, leading to outdated or incomplete information that hindered personalized content delivery.
- **Provider Limitations:** After changes in the data provider landscape, their previous data partner became unreliable, resulting in inefficiencies and stalled scalability.
- **User Friction:** Without accurate data to auto-populate details during onboarding, The Juice struggled to uphold its “no forms” philosophy, causing user drop-off and poor engagement.



The Solution:

To address these challenges, The Juice by AudiencePlus partnered with SalesIntel to enhance data quality and streamline operations.

- **Accurate, Enriched Data:** SalesIntel's reliable data enabled The Juice to improve content targeting and boost user engagement by nearly 50%.
- **Automated Onboarding:** With enriched contact data, user profiles were auto-populated during sign-up, creating a frictionless onboarding experience that aligned with The Juice's core user experience goals.
- **Real-Time Profile Updates:** SalesIntel ensured user data stayed current as individuals changed roles or industries, helping The Juice deliver consistently relevant content.
- **Hands-On Support:** SalesIntel's collaborative approach gave The Juice direct access to its support team, enabling fast technical resolutions and quicker go-to-market execution.



The Outcome:

The Juice by AudiencePlus' partnership with SalesIntel delivered measurable impact across key areas:

- **Increased Win Rates:** Armed with SalesIntel's enriched contact and technographic data, The Juice's (AudiencePlus) sales team reached **28% more ideal prospects** and **closed 16% more deals**.
- **Improved Data Accuracy:** **75% Higher match rates** kept profiles updated and content recommendations relevant.
- **Frictionless User Experience:** Data supplied by SalesIntel shortened The Juice by AudiencePlus' customer onboarding by 10 days
- **Fast Integration:** SalesIntel's data solutions were implemented in under a week by their lean team (2 colleagues), avoiding extended development delays.
- **Proactive Support:** Immediate access to technical support allowed real-time adjustments and problem-solving.

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By leveraging SalesIntel's data solutions, The Juice by AudiencePlus elevated its platform performance, improved customer experiences, and enabled brand partners to connect with their target audiences more effectively.



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sparked ideas, let's turn them into action.
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