LeadCoverage's **40% Conversion Lift** in Supply Chain with SalesIntel

40%
increase in
lead-to-opportunity
conversion rates

25%
reduction in
overall customer
acquisition cost

"**"Accessing the data I need from one system makes everything a lot more seamless for us."**

Kara Smith Brown
Founder and Chief Revenue Officer of LeadCoverage

Overview:

LeadCoverage is a premier B2B marketing and public relations firm with a unique focus on the supply chain, heavy industry, and technology sectors. The company helps clients drive measurable ROI by combining deep domain expertise with best-in-class PR, inbound marketing, sales development, and RevOps services. Their offerings include marketing-sales alignment, tech stack optimization, conversion-focused outreach, SEO/PPC, and sales accountability programs, all tailored to help clients generate demand and close deals faster.

The Challenge:

With its own GTM strategy as well as its clients' success hinging on reliable contact, firmographic, and intent data, LeadCoverage needed a data partner it could trust.

Inaccurate Contact Data
Their previous provider, ZoomInfo, delivered inconsistent and outdated contact records, which negatively impacted campaign effectiveness.

Restrictive Credit System
ZoomInfo's credit-based model created limitations on how much data the team could use, slowing down client deliverables.

High Data Costs
The cost of accessing and scaling data usage was becoming unsustainable, especially across multiple campaigns and clients.

The Solution:

After evaluating several vendors, LeadCoverage selected SalesIntel for its precision, relevance, and supply chain-specific datasets.

Robust Shipper Database
SalesIntel's access to nearly 20,000 U.S. shippers enabled hyper-targeted audience building for the logistics and supply chain niche.

All-in-One Intent Platform
The ability to leverage high-quality intent data across sales, marketing, and customer retention workflows in one system was a game-changer.

Improved Data Accuracy & Quality
SalesIntel's human-verified contact and firmographic data ensured the team could confidently build and execute campaigns.

> "SalesIntel continues to build their intent solutions. Accessing the data I need from one system makes everything a lot more seamless for us."
> – Kara Smith Brown, Founder and Chief Revenue Officer of LeadCoverage

The Outcome:

The move to SalesIntel has delivered measurable improvements across campaign performance and internal operations for LeadCoverage and its clients.

Higher Conversion Rates

- Improved contact accuracy and audience precision have driven a **40% increase in lead-to-opportunity conversion rates.**
- Engagement rates have improved by **35%,** leading to **25% faster conversion cycles** and higher-quality opportunities.

Reduced Media Buying Costs

- With better targeting data, programmatic ad spend is now **30% more efficient**, lowering overall customer acquisition costs by **25%.**
- LeadCoverage has seen a **15% reduction in media buying costs,** resulting in a more effective use of the ad budget and a **20% increase in return on investment (ROI)** from digital campaigns.

Stronger Top-of-Funnel Results

- Campaigns now see a **50% increase in reach and 40% greater relevance** from the outset, generating **30% more qualified inbound interest** compared to previous methods.
- The improvement in targeting resulted in **20% more inbound leads** from targeted ads and email campaigns.

The Outcome:

Trusted Data Partnership

- SalesIntel has become a strategic extension of LeadCoverage's team, especially in supporting the supply chain market, helping to **increase lead qualification rates by 25%.**
- LeadCoverage has seen a **15% growth in pipeline velocity,** with SalesIntel's data contributing to **30% more strategic opportunities** in the supply chain sector.

Don't just be inspired by results, create your own. If this success story sparked ideas, let's turn them into action. Request your demo today and get a walkthrough tailored to your goals.

Request a Demo