

## XACTLY CORPORATION INCREASES EMAIL MARKETING RESULTS NEARLY 4X

Demandbase's online service enabled Xactly to build a high quality, more targeted list in a matter of minutes. Response rates increased 372% over Xactly's historical average.

Experienced marketing professionals know first-hand that achieving a respectable return on their marketing investment is highly dependent on the quality of the list used. Unfortunately, "list quality" is loosely defined, nearly impossible to measure, and often encompasses factors ranging from true data accuracy to how well the names in a list match a target buyer or campaign profile.

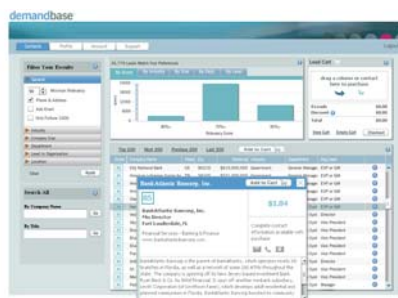
"I have bought lists from major providers and brokers for years and have found a 50% scrap rate to be the status quo," said Karen Steele, Vice President of Marketing at Xactly Corporation.

### SOLUTION

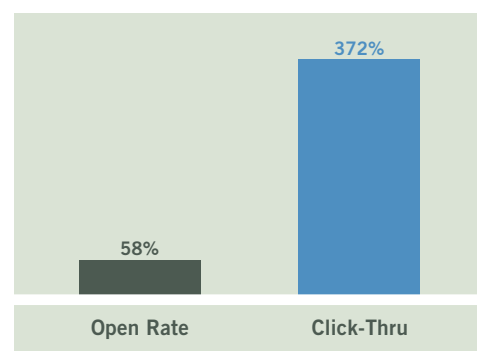
In 2007, Xactly Corporation turned to Demandbase's online service to create a more targeted marketing list. In a matter of minutes, Demandbase's powerful search technology profiled Xactly's target buyer and then matched it against millions of business contacts to find the leads most likely to respond and turn into selling opportunities. There was no minimum purchase requirement, no subscription commitments, and no "trial" period. Xactly simply selected the contacts they wanted and checked out using a credit card.

Xactly more than tripled response rates from their historical average and saved thousands of dollars by avoiding the cost of mailing, calling, or emailing people that would simply not be interested in the message or offer.

"The cost of a list only makes up 5-10% of the budget for a marketing campaign, but list quality has the single greatest influence over the total return on investment. Demandbase's online service was fast, easy-to-use, and delivered superior results."



### IMPROVEMENT IN MARKETING RESULTS



→ FIND LEADS NOW

### ABOUT DEMANDBASE

Demandbase is a technology company that enables B2B marketers to improve marketing conversions and turn web traffic into sales. Delivered on demand, Demandbase's SaaS solutions leverage its proprietary Business Resolution Platform, combining real-time identification of the companies visiting a web site with a new breed of B2B web analytics, measurement, and integration tools to make every customer or prospect interaction more effective, and significantly increase conversion rates.

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