

Tiger Pistol Improves Lead Generation and Nurturing for Sales and Marketing Software Company



150

New Customers
On-boarded in 2 Months

26

Average Leads Acquired
per Monthly Campaign

\$3.67

Average CPL

The Challenge

A powerful sales and marketing software solution wanted to solve the issue of lead generation, which led to bottleneck for growing the business. They required a technology partner that could both create, manage, optimize, and report on Facebook ads at scale and could deliver a high level of managed service to their end customers. They also wanted to improve marketing automation and lead nurturing.

The Solution and Benefits

Tiger Pistol worked to develop a full cycle approach to lead generation and lead nurturing: The customer's contact list is sent to Tiger Pistol via API for automatic creation of a Custom Audience, which is then used to create a Lookalike Audience for targeting purposes

- Tiger Pistol automatically creates and publishes a Lead Ad, enabling Facebook users to submit their contact information natively.
- Leads are then automatically sent to the customer's company contact list, where a lead nurturing track is triggered to drive conversion.
- The integration provides the client's customers a seamless, automated process to drive and nurture leads, allowing the client to spend more time managing its business.