

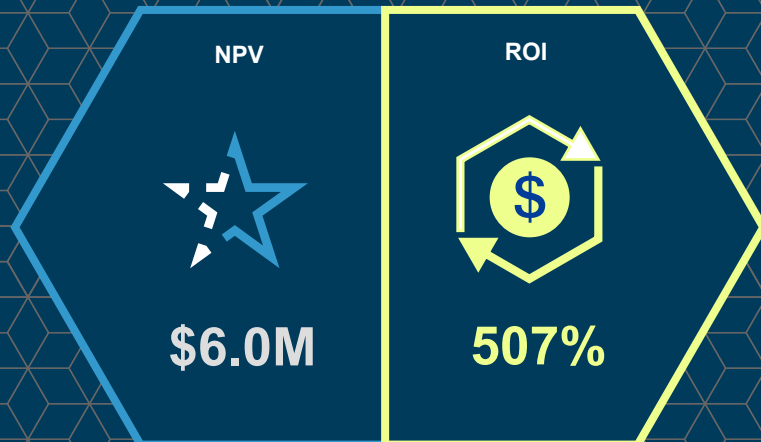
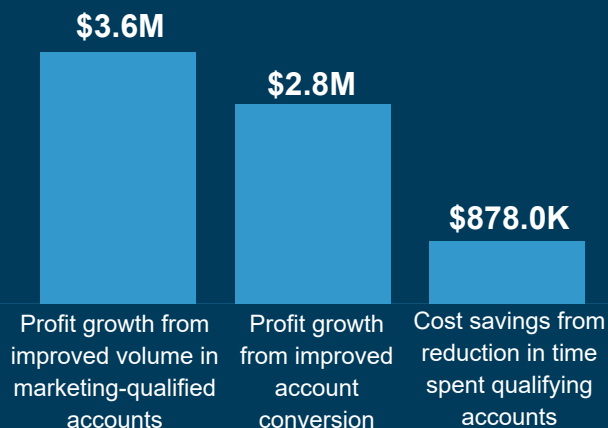
The Total Economic Impact™ Of Madison Logic

FORRESTER®

Through four customer interviews and data aggregation, Forrester concluded that Madison Logic has the following three-year financial impact when leveraging a multichannel ABM strategy.

SUMMARY OF BENEFITS

Three-year risk-adjusted



MADISON LOGIC BY THE NUMBERS



Percentage of marketing-qualified accounts for campaigns tripled from **3 to 9%**.



Percentage decrease in time spent qualifying accounts: **66%**



Account **conversion on campaigns doubled** over a three-year period.

VOICE OF THE CUSTOMER

“For me, the **reliability of the performance of the content is a top benefit**. I don’t have a large budget for my campaigns, so I need to make sure that the money I spend is going to generate the right kind of accounts.”

Head of Marketing and Demand Generation, global enterprise software company



“**Madison Logic helps us to prioritize the accounts to actively reach out to...** This really improves marketing’s perception to executives looking at our performance.”

Manager of Marketing Operations and Business Development, industry leading security services company



Read the full study

This document is an abridged version of a case study commissioned by Madison Logic titled: Cost Savings and Business Benefits of The Madison Logic Platform, July 2019.

Commissioned By

MADISON LOGIC.

© 2020 Forrester Research, Inc. All rights reserved. Forrester is a registered trademark of Forrester Research, Inc.