

## Driving Revenue Through a Crowded Market With High-Quality Leads<sup>®</sup> Case Study



**Case Study:**  
Candice Walters,  
Business Strategy Lead,  
Polygon Media

**Website:**  
www.polygonai.com

**Industry:**  
Technology, E-commerce,  
Retail Products

**Employee Count:**  
200-500

### About Polygon Media

Polygon Media gives its customers clarity regarding all things operational, social and technology. When it comes to keeping up with customer firms, the latest data sets for content, new social sites, and technology, the average consumer has a hard time keeping up. Next-level clients to bring that gap.

Polygon Media used Lead King to identify essential decision-makers in their highest value B2B verticals such as executive merchandise, background checks and services.

### About Candice Walters, Business Strategy Lead, Polygon Media

Candice Walters works as Polygon Media's Business Operations team. Her responsibilities include Sales Operations and Sales Enablement.

When it came to choosing a company to help provide high-quality sales, Lead King was an obvious choice for her. Lead King's human element gave them what needed the most: personalized AI solutions for lead generation made the ultimate difference. It analyzed data-driven conditions, developing a recognition of patterns that contribute to the most successful quality of leads.

"Lead King is highly responsive, flexible and delivers the best leads. A business could ask for it. They also allow people from spend with who help not team understand the data point as in the right direction, and build strategies around their information." - Candice Walters, Business Strategy Lead

## Driving Revenue Through a Crowded Market With High-Quality Leads<sup>®</sup> Case Study

Working with Lead King provides that additional benefit of human involvement in the process of building valuable lead lists.

It's finally working with smart people who understand quality and provide high-quality leads, especially when our requirements are complicated."

- Candice Walters,  
Business Strategy Lead,  
Polygon Media

### Strategy, Goals and Results

Months provide Lead King with a list of companies that work and Lead King finds the decision-makers. The simple program has evolved into accelerated growth, especially with marketing and highly efficient process that drive revenue. Lead King helps Polygon Media achieve their lead generation goals. In fact, Polygon Media can be certain to maintain Lead King's performance. Customers to Download and High-Volume Contact.

#### Short-term Goals:

- Provide user
- High-quality leads

#### Long-term Goals:

- Build sustainable systems
- Validate new markets' messaging
- Increase profitability to sales

### The Final Results

🔗 32% increase in conversions

💬 60% increase in online mentions

💰 280% increase in monthly revenue

In the end, with Lead King, Lead King made significant, sustainable improvements to its business strategy. Next-level no longer contacts any in-house prospecting, which what the Business Operations team to focus on higher value leads. It enables users of high-quality leads for needed in accelerated growth and organizational changes that optimize the process.

# Way To Local SEO Business Case Study Examples Organically Best Way To

**Roger Bryan**



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