

Minimizing Risk During Onboarding with Enigma

The Client

Preflect is a leading AI-powered ad targeting and campaign management provider who regularly works with small ecommerce companies making between \$0-1M a year in annual sales. In the past, Preflect used other data vendors like Clearbit and Storeleads to prioritize inbound leads.

The Challenge

Preflect's inbound leads come from a form on their website that companies can fill out to book a live demo of Preflect's product. While Preflect often works with small ecommerce businesses, they wanted to make sure that the small companies they worked with were established with sales. Stores that didn't have established sales, explained Preflect CEO and Founder Ian McCue, often "converted poorly and churned quickly."

Other data vendors weren't providing the timely and accurate data needed to establish if an inbound lead was a good fit for Preflect. Instead, the company's sales team had to manually qualify leads via a time-consuming demo process, made even more costly by a 44% no-show rate from prospective leads who booked demos.

Preflect wanted to see if Enigma's data could be used to disqualify more bad leads before any sales touchpoint, so that their sales team could focus their efforts on the most valuable prospects.

The Test

Preflect compared a set of inbound leads they had already qualified or disqualified manually through a binary check using Enigma's data: whether or not Enigma tracked the company as having any revenue within the past 12 months before their inbound date.

The Results

By only pursuing inbound leads that had positive card revenue in Enigma data, Preflect's lead disqualification rate would increase from 18% to 60% with Enigma, or 3.3x more disqualified leads blocked.

"Most data vendors struggle in the \$0-1M/year annual sales bucket," said McCue. "The difference between \$0 and \$100k is the difference between a bad lead / fraud risk and a good lead. Enigma's data enables us to differentiate between these."

Since implementing Enigma, Preflect has had much lower fraud rates among new customers and has had no large loss events like the \$100,000 charge in the past. Moreover, the rise in sales efficiency led to a 30% increase in revenue for the company.

Avoid losses of
\$100,000

Increase sales efficiency by

30%

Disqualify more bad leads

3.3x