

SIEMENS

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Give me a lead that fits a key persona, and I'll follow up on it.

Sales rep at Siemens

200%

increase in engagement rates vs. target



Challenge

Created multiple personas (some redundant), which produced chaos. Wanted to **establish governance around personas** – including measurement.



Solution

Operationalized personas, leveraging technology and process improvements to **improve data completeness and identify persona-based leads.**



Result

Clickthrough rates went up **by more than 50 percent** while overall data completeness **increased eightfold.**