



Not only were we ramping up the volume at the top of the funnel, but our lead conversions were improving because we had better sales and marketing alignment.

**Drew Chapin**

*Vice President of Marketing*

**61%**

Combined annual growth rate in booked deals from MQLs



## Challenge

Struggling to energize initiatives and facing challenges with conversion rates and a lack of brand cohesion, Hyland, creator of OnBase, was in need of **expert support and better sales and marketing alignment.**



## Solution

Hyland implemented the **SiriusDecisions® Demand Waterfall®** and worked with sales to create a standard lead definition (MQL vs. SQL), which enabled greater alignment between sales and marketing.



## Result

Ultimately, the result was **better conversion rates and greater revenue growth** for the business: 48% more content in 2014 (vs. 2013) due to complete company rebranding and 31% combined annual growth rate in MQLs between 2012 and 2014.