



LEVEL AGENCY LAUNCHES BEST-PRACTICE B2B CUSTOMER GENERATION ECOSYSTEM FOR GLOBAL SALES LEADERSHIP COMPANY



FinListics elevates B2B sales to the C-Suite.

The FinListics ClientIQ solution provides lightning-fast financial insights tailored to B2B sales professionals. Clients leverage it to identify opportunities and walk into the C-suite ready to make a financial case for their solution. Its powerful, easy-to-use tools deliver faster closings, bigger sales, and countless hours saved in research for Fortune 500 companies in 32 countries.

60%

Cost-Per-Lead reduction in just **3 Months**

THE CHALLENGE

- Little digital marketing infrastructure
- Low brand recognition
- Word-of-mouth lead pipeline
- Powerful solution that is difficult to explain

THE LEVEL AGENCY SOLUTION

In a matter of weeks, Level Agency built a full-funnel campaign for FinListics ClientIQ based on our Core 4 digital marketing playbook. This approach captures the highest volume of ready-to-buy leads at the lowest possible cost, ensuring that FinListics marketing dollars are spent as efficiently as possible.

CORE 4

MARKETING BEST PRACTICES

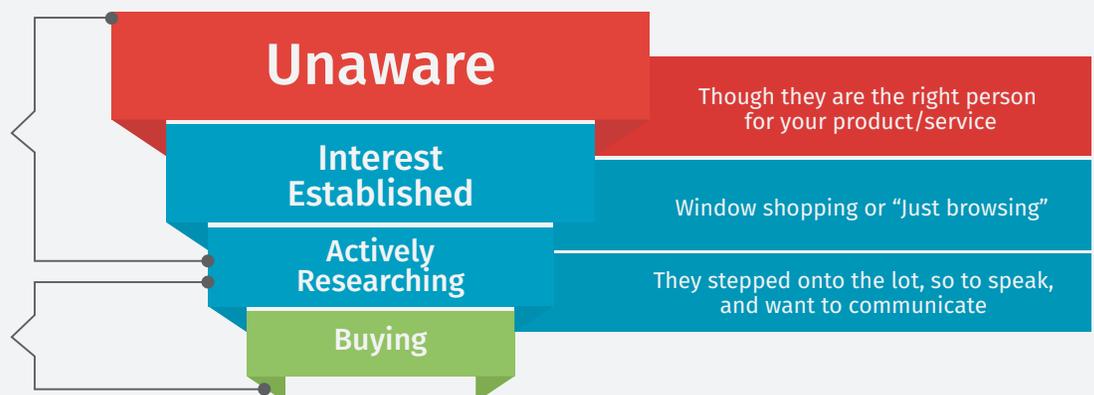
HOW WE DEPLOY OUR DIGITAL MEDIA CHANNELS

Driving Awareness

- Display & Video 360
- YouTube
- LinkedIn

Capturing Leads

- Google
- FinListics



Priority #1: Position ClientIQ and its benefits clearly and distinctly.

Our full-service creative team crafted messaging concepts and a branding refresh to support an evolving flight of ads, from pure awareness to deeper engagement to action. Spanning motion graphics and engaging full video demonstrations, the team designed and animated ads for social, display, and landing pages. As always, we test creative concepts to dial in on the most impactful elements.

Level campaigns support the entire journey from prospect to customer.

Our in-house web development and UX team built sleek, optimized landing pages designed to convert visitors into leads. An automated email sequence encourages sales appointments through scheduling tools, and reminds prospects once a time is set.

LEVEL CREATIVE SERVICES

- *Message and Testing Development*
- *Animated Facebook & LinkedIn Ads*
- *Optimized Landing Pages*
- *Email Automation*
- *Appointment Schedulers*
- *Video Production*



“Level Agency was able to produce and launch customer-gen assets for FinListics across all high-converting digital media channels in a matter of weeks, not months. They have demonstrated strong strategic partnership in working with our sales team to understand not just lead volume and cost, but also sales impacts.” —Melody Astley, Vice President of Sales, FinListics Solutions

Level’s advanced media buyers implemented rigorous audience targeting, bidding strategies, and creative testing to spend FinListic’s ad dollars as efficiently as possible. We are data-driven and watching the results closely. So is the client: Our proprietary business intelligence dashboard delivers real-time performance to our agency and client for full visibility and transparency.

THE RESULTS

In *just a few short weeks*, Level Agency was able to begin delivering qualified leads for FinListics using a lean approach to get campaigns into market. And in *less than 3 months* we were able to launch a best-practice B2B customer generation campaign to deliver and nurture leads.

In a short time, we’ve delivered dozens of qualified leads, efficiently, and...

Level campaign optimizations have already reduced cost-per-lead by more than **60%** ↓

*Does your marketing effectively feed your customer pipeline?
Talk to Level Agency about building a complete ecosystem that delivers real ROI.*



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THE AUTHORITY IN CUSTOMER GENERATION

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