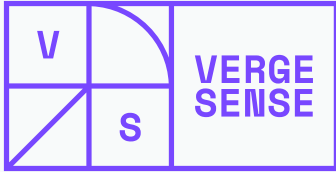


# Case Study



## Industry

## Stage

## Goal

Real Estate

Start-Up

Growth

VergeSense is the most comprehensive Workplace Analytics Platform on the market. The VergeSense solution provides the most complete view into office utilization across campuses, buildings, floors, rooms, individual desks, and more.

## What We Did

- ◆ Marketing Automation Implementation
- ◆ Marketing Tech Stack Optimization & Integration
- ◆ Lead Scoring Model
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Content Marketing
- ◆ Full Funnel Attribution
- ◆ Conversion Rate Optimization
- ◆ Marketing Operational Strategy

## Details

As a rapidly growing start-up with a very lean team, VergeSense needed support early on in designing a functional marketing tech stack that would work for them. Our team stepped in to strategically roll out their marketing automation platform, build a long-lasting architecture to fuel growth, infuse new content and messaging into full-funnel campaigns, and ultimately measure the impact on revenue in both the short-term and long-term.



5× increase in the number of form submissions across all channels.



10× growth in monthly MQLs generated and passed to Sales.



131% increase in the number of monthly Opps originating from MQLs.



Anna Lui, Director Content Strategy @ VergeSense

“Kaitlyn and her team’s breadth of knowledge and experience in marketing operations and inbound marketing strategy is truly impressive. Kaitlyn played a critical role in ensuring we met/surpassed our marketing targets. She’s also simply a joy to work with: super-communicative, organized, and proactive. If you are looking to partner with an agency that truly delivers, you can count on Möve.”