

AI-powered B2B prospecting solution Cognism

How Cognism used Maitastic to drive webinar sign-ups and attract 100s of new leads





The Company



Cognism is the world's best all-in-one globally compliant prospecting solution. It provides B2B organisations with compliant business contact data and a suite of sales acceleration tools to help action it.

Founded in the UK in 2015, Cognism has experienced rapid growth, expanding its operations across Europe and the USA. Delivered as a SaaS platform, Cognism currently helps over 500 go-to-market teams target more of their ideal customers, right when they need them most.

Find out how the AI-powered prospecting solution used Maitastic to:

-  Increase their webinar sign-up conversion rate by 25%
-  Generate 100s of new leads from their eBook campaign
-  Improve their company-wide email click-through rates by 10%
-  Create email signature marketing campaigns, personalised by departement

The Challenge



Alice de Courcy is Cognism's Head of Marketing.

She spoke to us about the problems that led her to investigate working with Maitastic:

"When I first joined the Marketing team at Cognism, I realised that there were a few issues that needed to be dealt with. First of all, our content wasn't getting in front of the right audiences enough of the time. With Cognism being a scale-up, I didn't have a massive marketing budget to play with and ROI was front of mind. I wondered if there was a lower-cost alternative to the more expensive ad platforms we were using to deliver our content and engage more of our ideal customers"

"Secondly, we have a large outbound sales team at Cognism. Our SDRs send out hundreds of emails a day. I had an idea: what if we could turn our email signatures into a promotional channel for our content? It seemed to me that this was a good opportunity that was going to waste."

"Lastly, our email signatures were quite frankly a mess! Everyone was using different fonts, logos and images. That was very bad for our branding. I wanted to find a tool that would help me standardise our signatures across the company."

The Solution

Alice discovered Maitastic after researching the market.

"I was looking into various email signature tools, including some market leaders. Maitastic was one of them, but it soon became clear that it was the very best on offer. For me, it struck the perfect balance between functionality and cost. It had all the features I wanted at a very competitive price. The potential was there for it to provide a very strong ROI."

Alice de Courcy
Head of Marketing,
Cognism



Alice signed up with Miltastic and integrated it with Cognism's email provider. She had this to say about the onboarding process:

"The setup was extremely easy. Miltastic has a very good CS team and so the onboarding and implementation process was painless. They were incredibly responsive and nothing was too much trouble. We were up and running campaigns using the tool within 2 weeks."

Alice was very impressed with Miltastic's usability. She said:

"The beauty of Miltastic is that it's just very easy-to-use! It really takes no effort at all to upload banners and links and activate campaigns. It's all very seamless. In fact, I haven't needed to contact Miltastic's CS team since the onboarding, because it's so user-friendly!"

Alice de Courcy
Head of Marketing,
Cognism



The Results

Alice was keen to list the benefits that Miltastic has supplied for Cognism.

- ✔ *"We use Miltastic to promote our monthly webinars. The results from those campaigns have been fantastic. The conversion rate from sign-up to opportunity is 25%. Miltastic is now one of our top 3 channels for generating webinar signups."*

- ✔ *“We also recently published a sales and marketing eBook. Again, we used Maitastic to advertise the eBook on our company email signatures. The tool generated over 100 leads for that single campaign.”*
- ✔ *“There are other benefits, too. With Maitastic, you can create campaigns for different departments within your company, so that they’re all promoting different content pieces at the same time. Using this approach, we’ve seen the click-through rate on our email banners increase by 10% across the board.”*

Alice gave us her final thoughts:

“Maitastic is an extremely versatile and powerful tool. It has helped us to improve our brand awareness, promote our content to the right audiences and bring new leads to our company. The ROI it’s delivered for us is unquestionable. I’d recommend Maitastic to any marketer who wants to turn their employee emails into a compelling and cost-effective lead generation channel.”

Alice de Courcy
Head of Marketing, Cognism



Contact Maitastic today



Cognism is just one company that has used the Maitastic platform to leverage the full marketing potential of their employees’ daily emails. We can do the same for your business! Simply click the link below and we’ll schedule a demo at your convenience.

Request your demo now!