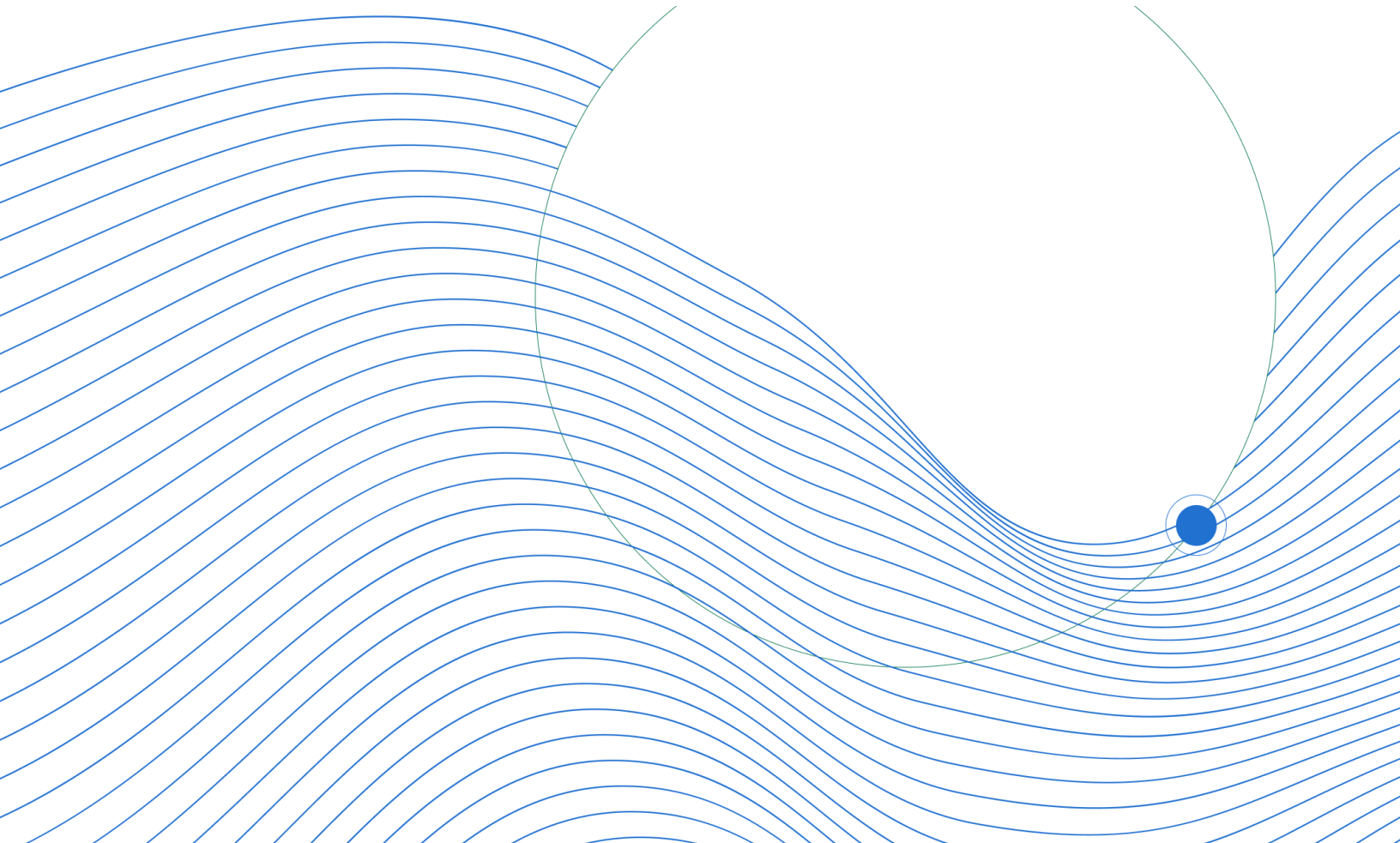


Maximizing Outbound Campaigns: Refining Your Ideal Customer Profile and Segmentation

How Phorest used Enigma data to improve conversion by identifying and prioritizing their top small business targets in a niche industry.



THE CUSTOMER

Phorest is a vertical SaaS company serving over 155,000 hair, beauty, barber, and spa professionals worldwide.

THE CHALLENGE

Phorest is laser-focused on the salon industry. The company wanted to improve the effectiveness of its marketing campaign targeting.

They realized the importance of fine-tuning their Ideal Customer Profile (ICP) to identify the right audience for their salon management solution. This strategic move aimed to reduce their wasted spend and increase conversions.

By targeting the right audience, Phorest could ensure its marketing efforts would hit the mark, delivering greater efficiency and effectiveness.

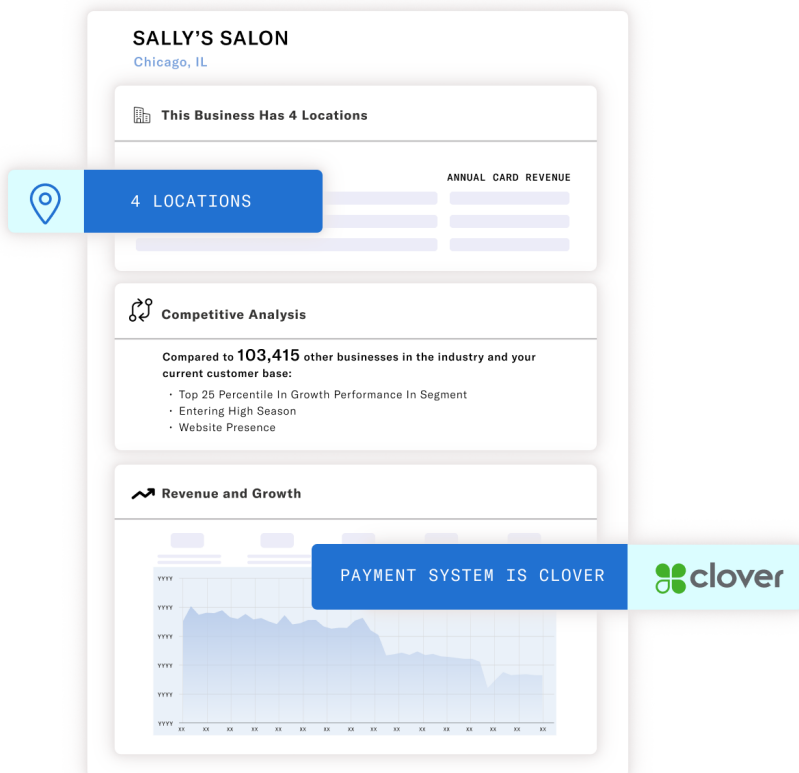
THE SOLUTION

Using Enigma Sales and Marketing, Phorest was able to unlock higher conversion rates, driving the growth of its customer base.

First, Phorest refined its ICP using Enigma's unique data attributes including salon location, card revenues, revenue growth, and payment technographics. This enabled the team to identify and prioritize their most valuable target customers.

Then, the commercial team improved their campaign targeting by segmenting leads based on the specific in-person and online payment technologies used by salons. Seamless access to multiple contacts at their target salons helped them find the right in.

Finally, Phorest was able to improve the messaging of its outbound campaigns by incorporating intelligence on a salon's monthly revenues, transaction sizes, and processing volumes.



“Enigma Sales and Marketing helps our team identify the top prospects that match our ideal customer profile. Using Enigma’s data about business financial health and granular industry classifications, we’ve been able to optimize our prospecting efforts to boost conversions and grow our customer base.”

–Rob Hewitt, Commercial Director at Phorest