



# Paycor Case Study

How **Better Buys** delivers an **8x return** on investment compared to other high intent lead generation channels.

# About Paycor



More than **30,000** small and medium-sized businesses nationwide trust **Paycor** to help them engage, manage and develop their people. **Paycor** is known for delivering the best HCM solution for the mid-market, but what makes us legendary is the total customer experience we provide, from responsive service and user-friendly design to expert partnership and thought leadership.

Our unique combination of technology and expertise helps customers streamline every aspect of people management so they can focus on what they know best—their business and their mission. To learn how **Paycor** can help you make a difference, visit [www.paycor.com](http://www.paycor.com).

**Paycor specializes in:** Payroll Management, Human Resources Solutions, Benefits Administration, Time & Attendance Solutions, Tax Filing & Compliance, Workers' Compensation, Employment Screening Services, Human Capital Management, Applicant Tracking System, and Onboarding.

**Paycor's** personalized support and user-friendly, scalable technology streamlines every aspect of people management, giving their clients the peace of mind to focus on what they know best, their business and their mission.

# What's Inside

A candid conversation with  
**Lauren Dennison,**  
Senior Digital Marketing  
Strategist at Paycor



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# The Situation, Challenges & Objectives:

## Lauren:

Before working with **Better Buys**, we were looking to expand our existing online directory presence to bring in a predictable volume of high-intent leads to share with our Sales Development Reps (SDRs) and outside sales teams. Our goal is to be where ever our potential customers are searching for HR and Payroll solutions and **Better Buys** is a software review site that attracts exactly the types of buyers we are looking for.

## *What initially led you to choose and then continue working with Better Buys?*

## Lauren:

We initially chose to trial **Better Buys** because of the overall site appearance and the strong organic ranking in SERPS (Search Engine Results Pages) for keywords in our category.

We continue to work with **Better Buys** because of the high-quality leads delivered and the return on investment.



*70% of our leads were new to our database and we saw an **8x return** on investment last year!*



These metrics are outstanding and are exponentially higher than some of our other high-intent partnerships.

*We closed **10.4% of leads** that came in the door.*

# The Results:



We've generated **\$150K** in revenue in FY19 from the **Better Buys** program.



**The results speak for themselves - 32% of the leads have asked to speak with one of our Account Executives.** For us, this means leads are committing to an in-person meeting for a product demo and a fully consultative sale.

This conversion is nearly double that of other high-intent channels such as our paid search program.

## Lead Volume / Scalability

### Lauren:

We saw **389 new leads** come in during our last FY (July – June 2019) with a close rate of 10.4%

## Lead pacing

### Lauren:

The lead pacing is great – we would love to continue to grow lead volume and our investment as we continue with the program.

## Lead Quality

### Lauren:

The quality of the leads is fantastic! We use a lead scoring algorithm and when leads hit our Marketing Qualified (MQL) threshold they are sent to our SDR team for additional qualification. Every **Better Buys** lead meets our MQL standards are passed to a rep for immediate follow-up.

## Response Rates

### Lauren:

Our SDRs find these leads easy to contact with accurate information and high intent! We define high-intent as sales ready leads actively looking for a tool and ready to commit to a solution within six months.

### *Why do you value the Better Buys shared lead gen approach, especially compared to other software review sites or other channels?*

### Lauren:

I think the content adds a nice touch and acts as an authority for prospects. We are even thinking about linking to Better Buys content in the future as a 3rd party reinforcement of our product.

## The Better Buys Client Success team

### Lauren:

Glenn Junker, our Account Exec, has been great! He is very quick and responsive for any questions! He cares deeply about the quality of our leads and has been a pleasure to work with!



The entire team is great and very helpful. Alisa DeLuca, my Client Success Specialist, schedules regular calls to review my program and ensure we are staying on target and meeting our internal KPIs.



### *On a scale of 1-10, how likely would you be to recommend Better Buys?*

Lauren: 9

### *If a potential client was on the fence about whether to work with Better Buys or not, what would you say to them?*

### Lauren:

I would say that they should take the leap! The account managers are great and very helpful! The lead quality is incredible, and we have the sales pipeline to prove it.

# About Better Buys






Powered by  SuccessFuel

For more than 20 years, **Better Buys** has been helping organizations of all sizes make smarter purchasing decisions.

Powered by **SuccessFuel**, Better Buys has become a trusted authority for delivering unbiased, expert insights on the software and technology that businesses rely on.

**20+ Years of Experience**  
**Hundreds of Vendors Reviewed**  
**Thousands of Businesses Helped**

Leveraging an experienced team of in-house editors, Better Buys offers a range of content and resources designed to help organizations make smarter purchasing decisions, including:

-  Expert Reviews
-  Authoritative Whitepapers & Reports
-  Insightful Market Research
-  Comprehensive Buyer's Guides
-  And much more!

We partner with many of the top software and technology vendors and help connect them with companies who are a good fit for their products.

# About SuccessFuel

## B2B Demand Gen Services that Fuel Growth.

You need leads, pipeline and demand for your products and services. We've got the audience, data, and marketing expertise to deliver the goods.

Working with *SuccessFuel* is like adding an experienced demand generation team full of sales, marketing, data and content experts – at a fraction of the cost. You can double your output, multiply your results and accelerate your profits – **on demand**.

**Let's craft a pipeline-building demand gen program together.**

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## *Your success is our success.*

**That means:**

When you email us, we reply.

You get quick acknowledgement that a message is received so you don't have to wonder. And we provide a thorough reply within the timeline you need it.

When you call us, we answer.

And if we can't, you can expect a follow-up within 24 hours or less.

When you need us, we deliver.

Programs can be deployed in seven days or less. We can turn on a dime and adjust within days, not weeks - always optimizing your programs to generate ROI.

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