

“Vendisys’ efforts allowed us to rapidly increase our footprint and visibility in the market while also expanding our pipeline by 35%.”

– Ediz Ertekin, VP of Field Operations, SnapLogic, Inc.



About SnapLogic

SnapLogic is the industry’s first unified data and application integration platform as a service (iPaaS). Powered by pre-built integration components called Snaps, SnapLogic helps customers easily connect any combination of cloud applications, APIs and data sources. The company is backed by Andreessen Horowitz, Ignition Partners and Triangle Peak Partners.

The Challenge

SnapLogic was an early-stage company just beginning to build its brand and business. Like most startups, it used first-round VC funding primarily for product development, leaving few resources for marketing and sales. Between participating in events, hosting webinars and doing their own outbound email marketing, the SnapLogic team was stretched to the limit, with inconsistent and disappointing results. Their pipeline was almost empty—and sales was spinning its wheels.

The Solution

SnapLogic decided to enlist the help of a third-party expert to jumpstart its lead flow, but budget constraints meant it needed to ensure cost-per-lead ROI. Vendisys, with its track record of delivering Powerful Actionable Leads and cost-per-lead pricing, was the obvious choice. Its turnkey campaign setup and intelligent methodology gave SnapLogic the quick launch and immediate results it was looking for.

The Results

Vendisys helped SnapLogic rapidly increase its pipeline and expand its footprint in the cloud integration marketplace. Using Vendisys’ email prospecting engine, SnapLogic’s sales team could set up meetings with top decision makers, shifting their focus from chasing business to closing it. In fact, one of these meetings quickly turned into a deal with a multi-billion dollar engineering firm that closed in 20% less time.

Overall, this new lead generation approach delivered a 10% return from meeting to opportunity and increased SnapLogic’s pipeline by 35% to over \$500K in opportunities—the best results in the company’s history.

RESULTS BY THE NUMBERS >>>

35%

pipeline increase

20%

shorter sales cycle

10%

return from meeting
to opportunity