

Case Study: Sorted.com

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Sorted is a global SaaS company, with API first technology running frictionless online checkouts, warehouses and shipping in 12 countries around the world using services from their carrier library of thousands.



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The Challenge:

- To initiate conversations with new key retail prospects in the UK.
- Increase the number of key 'closed/won' deals in retail.

The Approach:

- We targeted UK retailers with:
 - a) Personalised advertising
 - b) Personalised landing pages



The Result



The campaign drove 34% of targeted companies to the website with key conversations started with tier-1 retailers.

Accounts targeted with ads were 2x more likely to get to demo stage vs the control group.

Opportunities were 2.67x the size compared to the control group.



Pipeline Results

Of the companies we hit with ads...



Revenue: 3x vs Control

Of the companies we didn't hit with ads...





Channel Uplift

Many users visit the website indirectly rather than clicking on the ad. This leads to an uplift in other channels.

- Organic Search – 41% increase in new users
- Paid Search – 21% increase in sessions
- Social Media – 17% increase in users
- Email Marketing – 28% increase in new users

“When we decided to test an account-based marketing approach, we wanted to reach our target accounts in a highly targeted and cost-effective way. Radiate’s platform enabled us to do this, whilst improving wider channel performance and contributing to pipeline as a result. I have no hesitations in recommending Radiate or working with them again in the future.”

Jack Powell, CRM Manager

A serene sunset scene over a body of water. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. In the foreground, a wooden bench sits on a grassy bank. To the left, a black street lamp stands. The sky is filled with soft, wispy clouds. The overall mood is peaceful and contemplative.

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