

CASE STUDY

SEGRA® MARKETING TEAM EXPERIENCED 31% CONVERSION FROM LEAD TO CLOSE WITH THE CONNECTED WORLD PLATFORM

This case study illustrates how Segra's adoption of The Connected World platform revolutionized its marketing efforts, resulting in significant revenue growth, streamlined processes, and enhanced customer engagement.

INTRODUCTION

SEGRA® is one of the largest independent fiber infrastructure bandwidth companies in the U.S. Serving over 8,000 customers in 28 states and 43,000 fiber route miles, Segra has been providing customer focused solutions for over 125 years. Segra is a wholly owned subsidiary of Cox Communications whose mission is to accelerate growth in commercial fiber solutions.

CHALLENGES

Until two years ago, Segra traditionally relied on conventional marketing methods. The sales and marketing team used the known popular software platforms and tools, in addition to lists obtained from events, chambers of commerce and associations. However, as Marketing aimed to deliver personalized messaging to distinct verticals across their fiber footprint and new builds, they required a simpler, more dynamic approach to gathering prospect data for their demand generation marketing efforts.



"The Segra marketing team is able to be proactive and a true partner to sales, creating more opportunities and generating leads that ultimately drive more new customer acquisition and sales revenue. We have leveled up our marketing game and are a vital part of the sales process. Connectbase has been a game-changer since Day 1 of using it. We have experienced real ROI from this platform."

ZENITA HENDERSON

Chief Marketing Officer, SEGRA®

SOLUTION

Upon observing the success of the Connectbase platform being utilized with Segra's carrier sales team, the Chief Marketing Officer (CMO) recognized its potential for the enterprise side. By leveraging Connectbase, the team was able to pull lists of businesses, identify buildings and tenants on the fiber routes being built out, or along existing routes. This empowered them to engage with the sales department to identify opportunities, and proactively market to businesses in upcoming areas and launch campaigns to promote their network ahead of time. With Connectbase, the marketing team no longer had to wait for sales-generated customer lists.

Furthermore, they could filter data by geographic and business criteria, allowing for targeted messaging tailored to specific companies. Understanding the competitive landscape within buildings enabled Segra to strategize promotions and engage in more personalized conversations with businesses.

OUTCOME/RESULTS

- Significant time saved in prospecting and marketing campaigns
- Direct revenue impact of 7-figures over a 12-month period
- Experienced a reduction in sales cycle of some products and services to 30 – 60 days
- Achieved a remarkable [31% conversion rate](#) from these leads to Closed Won opportunities.
- Integration of Connectbase map information into the Segra.com network map has allowed expanded capabilities for visitors to not only search for Segra's fiber by address, but find their on-net building locations, data centers, POP locations, FTTC towers and near net areas served – all in one place.