

Sending the Right Signals



BILIN & 7SIGNAL
CASE STUDY

“Do your research, look into the other options out there, and know that you’re going to come back to Bilin.”

Don Cook
Chief Marketing Officer

The Background

7SIGNAL, a cloud-based Wireless Network Monitoring (WNM) platform, was familiar with the strengths of intent data through working with a major data vendor. However, for the high price, 7SIGNAL was not impressed by the comparatively modest results. A sales call from Bilin revitalized their interest in intent data, and so 7SIGNAL proceeded to pilot Bilin's services. Inspired by the trial's remarkable results for a fraction of the competitor's price, 7SIGNAL decided to continue embarking on their intent data journey with Bilin.

Bilin's Notable Features

Data Sourcing

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Data Quality

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Keywords

/

ROI

DATA SOURCING

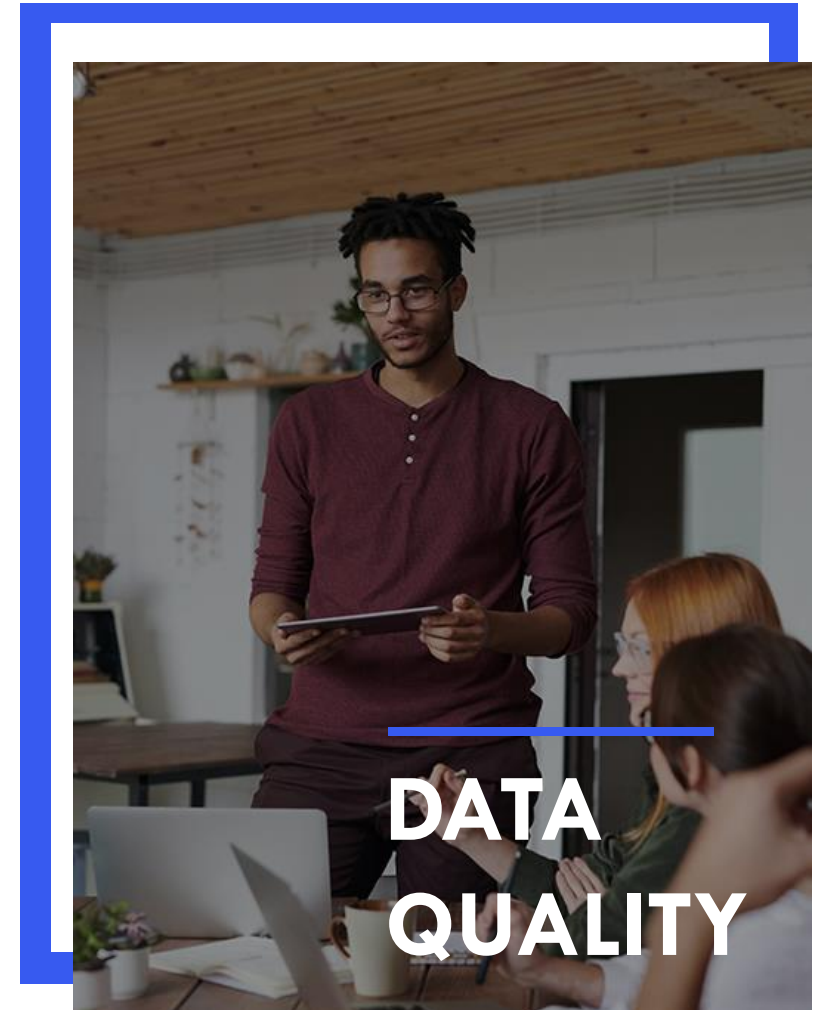
Since 7SIGNAL had experience with utilizing intent data, their expectations for Bilin were high. One of the aspects that sets Bilin apart is Bilin's open network. Rather than using a network of sites to gain interest, Bilin sources information as it naturally exists on the internet.

Bilin's Notable Features

Data Sourcing / [Data Quality](#) / Keywords / ROI

7SIGNAL marks their intent data success in regards to lead quality. They measure quality based on two factors: whether the intent data leads to a verifiable contact, and if the lead presents interests in relevant content and, by extension, 7SIGNAL's services. Bilin is able to fulfill both of these requirements by gathering information based on growing interest. We qualify leads on both first party data, which records direct interactions between a potential client and your website, and third party data, which records interactions between a potential client and keywords associated with your company and product.

7SIGNAL has even seen this cycle of validation first-hand, with the intent data reports reflecting previous clients they have conversed and worked with in the past.



In addition to the keywords' flexibility, 7SIGNAL is also impressed by the keywords' ability to function as conversation starters. By being able to see what content prospective customers are searching for and engaging with, 7SIGNAL is able to approach leads on a personal level, targeting specific talking points that draw direct connections between leads and 7SIGNAL's product.

KEYWORDS

ROI

Bilin's affordability is a major pro in 7SIGNAL's decision to continue using our product. By working with Bilin, 7SIGNAL is able to be highly cost effective without compromising quality, flexibility, or support.

Bilin's Notable Features

ABM Advertising Capability

Moving forward, 7SIGNAL is interested in utilizing Bilin's advertising capabilities. Bilin's account based marketing (ABM) platform collaborates with intent data to produce and strategize advertising campaigns that target ideal companies and decision makers based on real-time bidding.



BEYOND YOUR EXPECTATIONS

SEE HOW BILIN CAN HELP GROW YOUR BUSINESS

