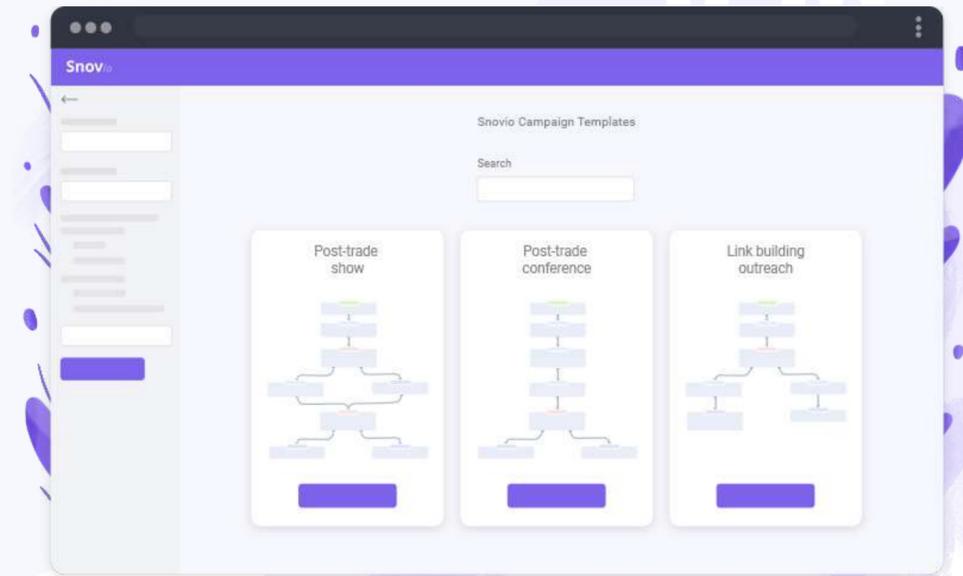


Snovio

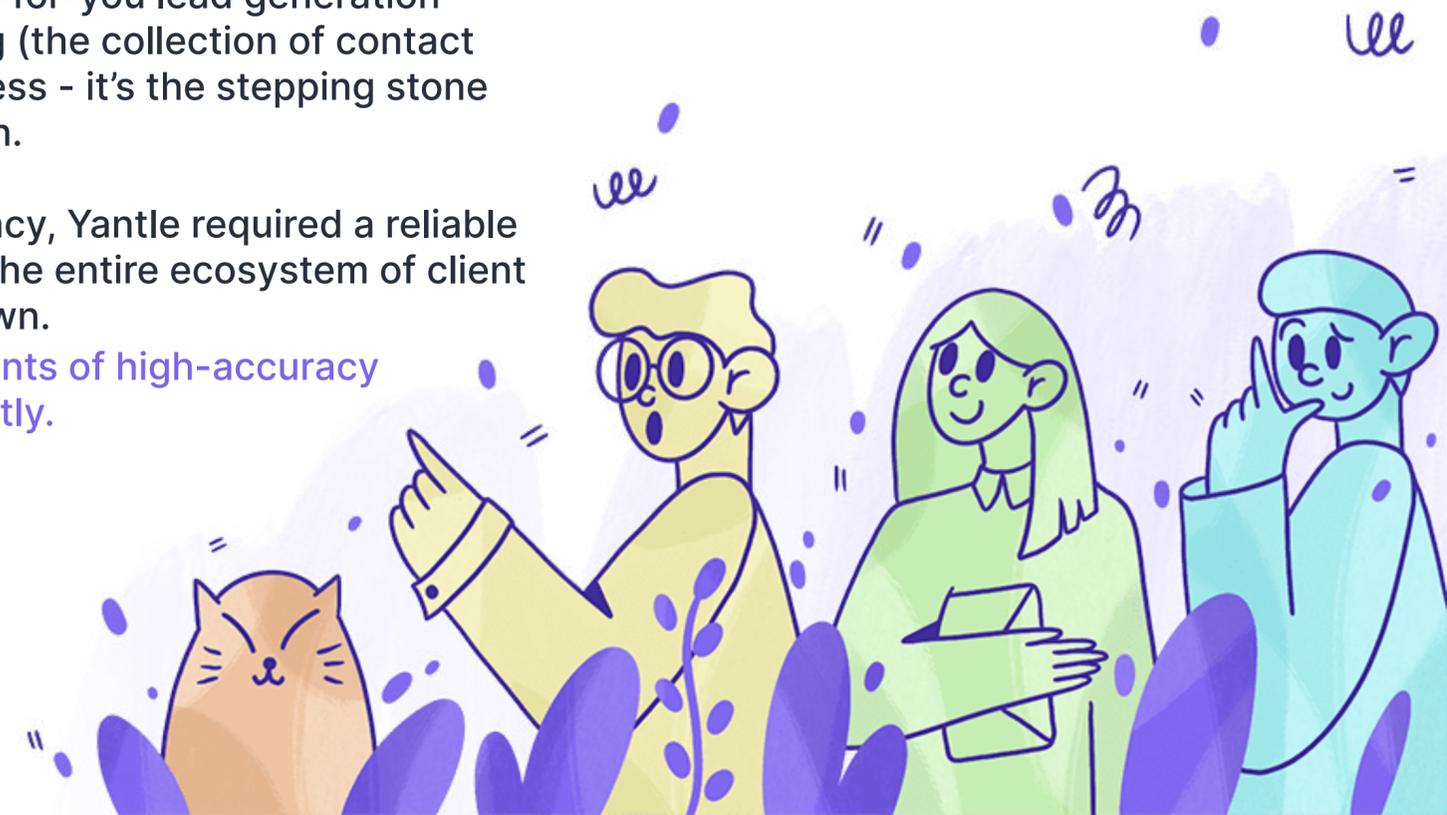
ENABLING A LEAD GENERATION AGENCY YANTLE TO STREAMLINE PROSPECTING AND GROW SALES



Since founded in 2017, Yantle has specialized in done-for-you lead generation campaigns across a variety of B2B sectors. Prospecting (the collection of contact information) therefore plays a vital role in Yantle's business - it's the stepping stone of a successful sales campaign.

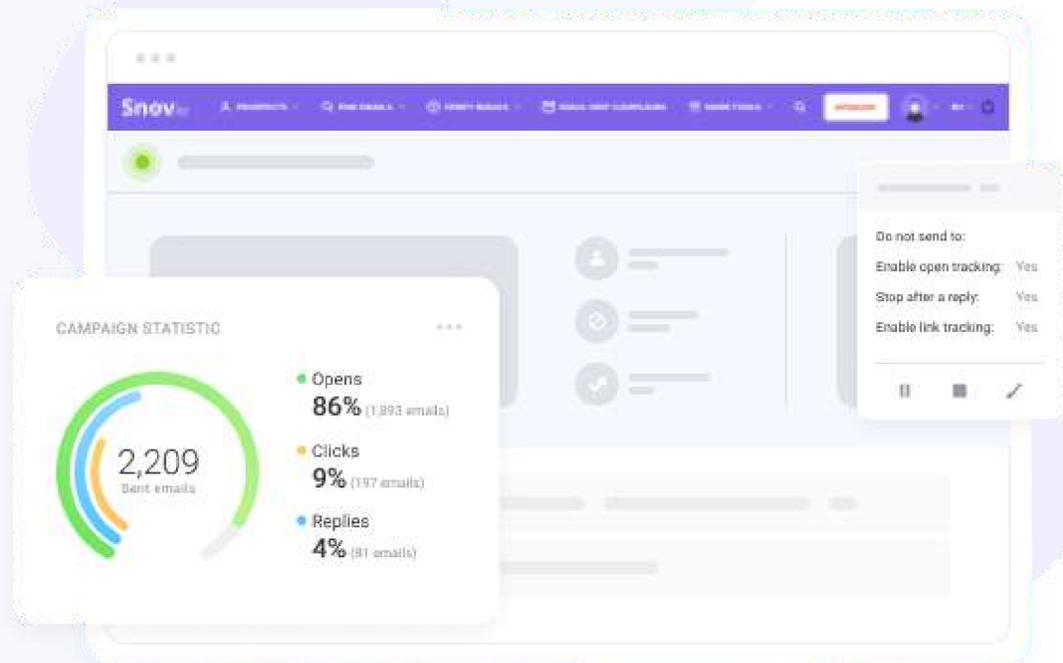
Since Yantle's business model relies on results and accuracy, Yantle required a reliable and cost-effective solution that would seamlessly fit into the entire ecosystem of client sales campaigns, just as their own.

Yantle turned to Snov for help since the requirements of high-accuracy and ease of use matched perfectly.



OUTCOMES

- ✓ 65% prospecting cost reduction
- ✓ 5x increase in data accuracy
- ✓ 120+ client campaigns



A NEED FOR A PROSPECTING PLATFORM WITH HIGH DATA ACCURACY, AND LOW ONGOING COSTS

Yantle focuses on flawless execution of just a handful of key elements to deliver great results for their clients, and accurate and cost-effective prospecting is one of them. In order to protect margins, Yantle sought a tool with the best ROI potential, meaning the best data potential, in the shortest period of time, for the best price.

After experimenting with several other solutions, such as FindThatLead or Hunter.io, Yantle signed up for the Small Snov plan, and scaled to larger plans as they validated the effectiveness of Snov through several initial campaigns.

David, the founder of Yantle, particularly liked the fact that Snov offers an entire suite of prospecting tools under one roof. An all-in-one prospecting solution proved to be essential when David and the Yantle team encountered a variety of new scenarios and associated complexities. A centralized solution like Snov enabled the entire prospecting system to happen in one place in a faster and more efficient manner.



“ Snov is the go-to tool for prospecting for us. We are completely convinced about the value it delivers on a daily basis. I am yet to find a more powerful solution with the ease of use and at this great price point. ”

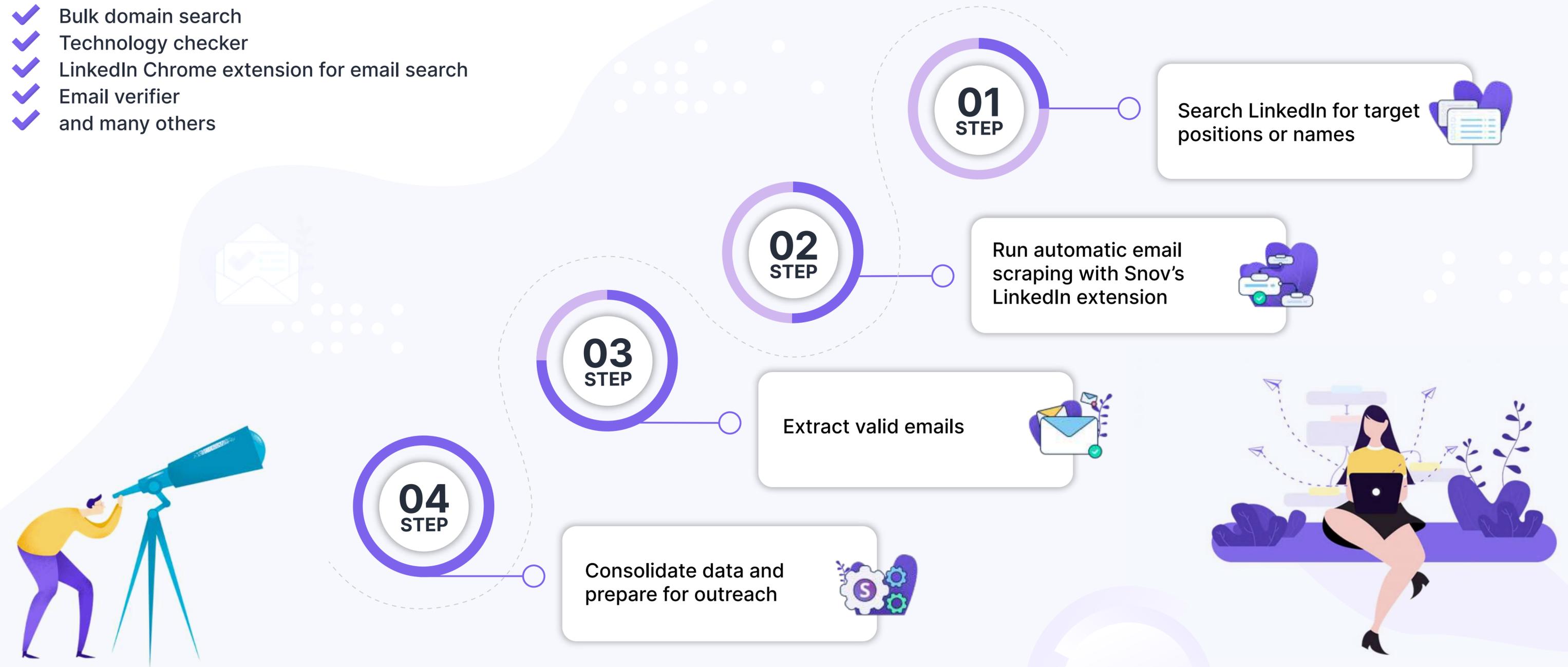
— David Kanika

PROSPECTING IMPROVEMENTS, GREATER ROI, AND HAPPY CLIENTS

Yantle's implementation of Snov into their sales processes proved to be quick and simple, with exceptional results right from the beginning. All bases were covered in relation to a variety of client requirements as Snov offers a range of different features, including:

- ✓ Bulk domain search
- ✓ Technology checker
- ✓ LinkedIn Chrome extension for email search
- ✓ Email verifier
- ✓ and many others

Because Yantle's prospecting is focused not only on quantity but also on the quality of information, the LinkedIn extension became the key component of their scalable prospecting system. Yantle employed this feature to achieve a streamlined process for data collection and prospecting consisting of four stages:



A STREAMLINED PROSPECTING SYSTEM RESULTS IN FASTER AND CHEAPER LEADS

Yantle quickly replaced their existing tech stack with one simple solution - Snov. Oliver, the marketing executive at Yantle, was particularly impressed by the ease of use. Creating standard operating procedures for the entire team was therefore easy and also easily understood.

For one, it was due to Snov's intuitive and easy to use interface. Secondly, Snov was easy to use because it requires very little human management and for the most part it runs automatically in the background.

Implementing Snov also created several unexpected but positive outcomes. Great data accuracy and scalable automation meant that several team members were able to complete their tasks ahead of their normal schedule. This allowed Yantle to allocate these team members' time and attention to other and more high-level activities.

The positive impact from using Snov therefore happened on several fronts:

- ✓ Streamlined prospecting
- ✓ Cheaper and more accurate processes
- ✓ Better resource allocation that contributed to growth
- ✓ Using Snov for clients' but also their own sales campaigns

**GET STARTED WITH OUR
UNLIMITED FREEMIUM PLAN**

**INTERESTED TO SEE WHAT SNOV CAN DO FOR YOUR
SALES PROCESS? START WITH A FREE ACCOUNT**



“ Snov must be one of the most efficient and overall best prospecting tools out there that became a very important part of our core service. I am a long-term customer and I am excited to see how Snov innovates in the future. ”

— David Kanika