

"Driving Revenue Through a Crowded Market With High-Quality Leads" Case Study



Case Study

Candice Walters,
Business Strategy Lead,
Polygon Media

Website

www.meritgold.com

Industry

Technology, Commerce,
Retail Products

Employee Count

200-500

About Polygon Media

Polygon Media gives its consumers clarity regarding all things pop-culture, tech and technology. When it comes to keeping up with whatever's new, the brand stays on top for content, new tech series and technology. The average consumer has a hard time keeping up. Next Step strives to bridge that gap.

Polygon Media used Lead King to identify essential influencers in their target value \$100+ network such as pop-culture merchandise, background artists and comics.

About Candice Walters, Business Strategy Lead, Polygon Media

Candice Walters works at Polygon Media's Business Operations team. Her responsibilities include Sales Operations and Sales Enablement.

When it came to choosing a company to help provide high-problem solvers, Lead King was an obvious choice for her. Lead King's customer service goes above and beyond the most sophisticated of software for lead generation makes the ultimate difference. It analyzes data obtained in real-time, developing a recognition of patterns that contributes to the overall exceptional quality of leads.

"Lead King is highly responsive, flexible and delivers the best leads a business could ask for. It has also actual people from speak with who help our team understand the data, point us in the right direction, and build strategies around new information." —Candice Walters, Business Strategy Lead

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"Working with Lead King provides that additional benefit of human involvement in the process of building valuable lead lists."

"It's terrific working with smart people who adjust quickly and provide high-quality leads, especially when our requirements are complicated."

—Candice Walters,
Business Strategy Lead,
Polygon Media

Strategy, Goals and Results

Revenue provides Lead King with a lot of consumer work week and Lead King took the decision makers. The single arrangement has resulted into accelerated growth, corporate restructuring, and highly efficient process that drive revenue. Lead King helps Polygon Media achieve their marketing team goals. In fact, Polygon Media uses her metrics to evaluate Lead King's performance. Consistent to Client Satisfaction and High Influence Content.

Short-term Goals

- Provide new
- High-quality leads

Long-term Goals

- Build sustainable pipeline
- Subside new markets/ messaging
- Increase profitability to sales

The Final Results



32% increase in conversions



60% increase in online mentions



180% increase in monthly revenue

In the end, with Lead King Next Step made significant, sustainable improvements to its business strategy. Next Step no longer conducts any in-house prospecting, which allows the Business Operations team to focus on higher value tasks. A steady source of high-quality leads has resulted in accelerated growth, and organizational changes that optimize new processes.

Case Study Research For Business

**Rebecca Marschan-Piekkari, Catherine
Welch**



Case Study Research For Business:

Case Study Research for Business Jillian Dawes Farquhar, 2012-02-21 The only case study research textbook written exclusively for students of Business and related disciplines Using a step by step approach Case Study Research for Business takes you right through the case study research process from research design and data collection using qualitative and quantitative methods to research analysis writing up and presenting your work Key features Takes a multidisciplinary approach to case study research design by drawing on research philosophies to improve student understanding of these critical research traditions and hence provide firmer theoretical foundations for their research Coverage of contemporary topics such as research ethics and access Packed with practical examples from all areas of business Pedagogical features include vignettes exercises and cases which directly relate to business research Case Study Research for Business will prove a valuable resource for undergraduate postgraduate and research students of business and related disciplines

Conducting Case Study Research for Business and Management Students Bill Lee, Mark N. K. Saunders, 2017-10-23 In Case Study Research Bill Lee and Mark Saunders describe the properties of case study designs in organizational research exploring the uses advantages and limitations of case research They also demonstrate the flexibility that case designs offer and challenges the myths surrounding this approach Ideal for Business and Management students reading for a Master s degree each book in the series may also serve as reference books for doctoral students and faculty members interested in the method Part of SAGE s Mastering Business Research Methods Series conceived and edited by Bill Lee Mark N K Saunders and Vadake K Narayanan and designed to support students by providing in depth and practical guidance on using a chosen method of data collection or analysis

Case Study Methodology in Business Research Jan Dul, Tony Hak, 2007-09-20 Provides students with everything needed to design and conduct a case study project Templates are supplied clearly demonstrating case study protocol and how to report a case study A highly accessible concise and comprehensive text for Case Study methodology

Rethinking the Case Study in International Business and Management Research Rebecca Marschan-Piekkari, Catherine Welch, 2011-01-01 This important and original book places the case study in international business research in its historical context critically evaluates current case study practices in the field and proposes a more pluralistic future for case research within international business and international management research While the case study is the most popular qualitative research strategy in the field only a narrow selection of possible approaches is currently used IB and IM researchers typically rely on a case study approach that could be characterized as qualitative positivism The editors and contributors look beyond this disciplinary convention and encourage greater pluralism in IB and IM case research Their key argument is that increased awareness of prevailing disciplinary conventions and their limitations increases the potential for methodological innovation and versatility in case research The contributions provide critical novel and innovative perspectives on the case study in IB and IM research The book offers inspiration to case authors

and an authoritative methodological reference for those publishing and reviewing case research It will also be highly regarded by postgraduate and doctoral students in IB and IM as well as both qualitative and quantitative researchers in the field **Conducting Case Study Research for Business and Management Students** Bill Lee, Mark N. K.

Saunders, 2017-10-23 In Case Study Research Bill Lee and Mark Saunders describe the properties of case study designs in organizational research exploring the uses advantages and limitations of case research They also demonstrate the flexibility that case designs offer and challenges the myths surrounding this approach Ideal for Business and Management students reading for a Master s degree each book in the series may also serve as reference books for doctoral students and faculty members interested in the method Part of SAGE s Mastering Business Research Methods Series conceived and edited by Bill Lee Mark N K Saunders and Vadake K Narayanan and designed to support students by providing in depth and practical guidance on using a chosen method of data collection or analysis **Case Theory in Business and Management** Evert

Gummesson, 2017 Case Theory in Business and Management takes a fresh and expansive approach to case study research viewing the topic through the lenses of real world complexity and introducing the case theory concept an expanded version of case study research which includes both methodology and the types of results that emerge **Understanding Case**

Study Research Malcolm Tight, 2017-01-26 Written in an accessible and jargon free style this book provides a comprehensive student friendly guide to the nature and use of case study research Whether as part of a more substantial study or as the foundation for a self contained smaller project case studies provide viable and valuable alternatives to conducting large scale research Grounded in both theory and practice this book sets out not only the key debates and ethical issues surrounding case study research but also focuses specifically on the work of others and how you can understand use and write about secondary data as the basis for your own research project With tips examples and extensive discussion of real world case studies from a variety of social science and other disciplines Tight illustrates the kinds of research to which case studies can be applied Topics include Types of case studies Advantages and disadvantages to using case studies The meaning and value of case study research The use of case studies in different disciplines and research designs Whether you want to know how to access and use the case studies of others or understand the methods behind conducting your own case study research this book will take you through every step of the process Case Study Research and Applications Robert K.

Yin, 2017-09-27 Recognized as one of the most cited methodology books in the social sciences the Sixth Edition of Robert K Yin s bestselling text provides a complete portal to the world of case study research With the integration of 11 applications in this edition the book gives readers access to exemplary case studies drawn from a wide variety of academic and applied fields Ultimately Case Study Research and Applications will guide students in the successful design and use of the case study research method New to this Edition Includes 11 in depth applications that show how researchers have implemented case study methods successfully Increases reference to relativist and constructivist approaches to case study research as well as

how case studies can be part of mixed methods projects Places greater emphasis on using plausible rival explanations to bolster case study quality Discusses synthesizing findings across case studies in a multiple case study in more detail Adds an expanded list of 15 fields that have text or texts devoted to case study research Sharpens discussion of distinguishing research from non research case studies The author brings to light at least three remaining gaps to be filled in the future how rival explanations can become more routinely integrated into all case study research the difference between case based and variable based approaches to designing and analyzing case studies and the relationship between case study research and qualitative research Encyclopedia of Case Study Research Albert J. Mills, Gabrielle Durepos, Elden Wiebe, 2009-10-21 Case study research has a long history within the natural sciences social sciences and humanities dating back to the early 1920 s At first it was a useful way for researchers to make valid inferences from events outside the laboratory in ways consistent with the rigorous practices of investigation inside the lab Over time case study approaches garnered interest in multiple disciplines as scholars studied phenomena in context Despite widespread use case study research has received little attention among the literature on research strategies The Encyclopedia of Case Study Research provides a compendium on the important methodological issues in conducting case study research and explores both the strengths and weaknesses of different paradigmatic approaches These two volumes focus on the distinctive characteristics of case study research and its place within and alongside other research methodologies Key Features Presents a definition of case study research that can be used in different fields of study Describes case study as a research strategy rather than as a single tool for decision making and inquiry Guides rather than dictates readers understanding and applications of case study research Includes a critical summary in each entry which raises additional matters for reflection Makes case study relevant to researchers at various stages of their careers across philosophic divides and throughout diverse disciplines Key Themes Academic Disciplines Case Study Research Design Conceptual Issues Data Analysis Data Collection Methodological Approaches Theoretical Traditions Theory Development and Contributions From Case Study Research Types of Case Study Research

Unraveling the Mysteries of Case Study Research Marilyn L. Taylor, Mikael Søndergaard, 2017-07-28 An accessible and current yet in depth introduction to conducting a case study or a project focusing on a company or business situation This textbook provides an introduction to identifying the motivation and objectives for a project defining and designing a research question guiding a research plan conducting the research gathering and interpreting data and understanding the context of your research It is suitable for undergraduates undertaking a research project for the first time and for those with more experience who want to make the process fun

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