

# Fintech blue chip bridges the gap between sales and marketing

One of the world's leading online payment platforms was investing heavily in account-based marketing. But it wasn't following up with sales outreach. Our strategic and fully integrated approach helped them bridge the gap – **and achieve a pipeline ROI of 91:1.**

**\$51m**

Pipeline to date

**84%**

Conversion to pipeline

**28**

New logos engaged

## Integrated approach

Resulted in greater speed to £10m pipeline than standalone sales development

Enterprise Marketing  
Manager

“ The programme is going even better than expected. Clarify is my favourite vendor to work with. They made everything really easy from the beginning, and we feel like Clarify is an extension of our own team. Everything has been seamless

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