

Windstream achieved 500% year-over-year qualified lead growth using Priority Engine

Generating Qualified Leads for Sales

“The main feedback I hear from sales on Priority Engine leads is that they want more, especially because of all the data that comes with them. They’re a lot more confident getting on the phone with these leads compared to cold calling.”

Surpassing Challenging Lead Generation Goals

“If I didn’t have Priority Engine running this year, I don’t know if we would have hit our lead goal. We targeted an aggressive lead number and exceeded it. It was Priority Engine that helped put us over the mark.”

Enable Your Team with Data they Need to Close

“If you’re ready to take sales and marketing to the next level, Priority Engine is one thing you definitely need to have as part of your stack. It gives sales everything they need to be able to close a deal.”



Abe Sanchez
Digital Marketing Manager

Abe is an experienced digital marketer responsible for driving Windstream's digital lead generation strategy

Results

500%

year-over-year qualified lead growth

28k

active opt-in prospects exported to fuel demand generation

56%

of Windstream's total active market exported and influenced by Windstream

Windstream Enterprise provides cloud-optimized network and communications solutions, including SD-WAN and UCaaS, to empower businesses to solve today's most complex technology challenges.