



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About Joveo

Joveo is a comprehensive, programmatic job advertising platform that serves recruitment marketing agencies, job boards, staffing companies, RPOs, and employers, globally.



Ajith Segaram

Vice President of Sales
& Operations

Industry

Computer Software

Website

joveo.com

Challenges and Scope

ICP: Nursing, Home Healthcare, Retail, Hospitality, Transportation, and Logistics.

Product: Job Publishing Management Tools.

CIENCE Technologies coordinates the lead generation efforts for Joveo. After researching appropriate industries and ideal, prospective accounts, they conduct cold, multichannel marketing campaigns.

Why CIENCE

“They were able to adapt to our unique sales cycle and were flexible with our options. If you are looking for a knowledgeable and flexible team to help you with your lead generation, you should consider the CIENCE team.” – says Ajith Segaram, Joveo’s Vice President of Sales and Operations.

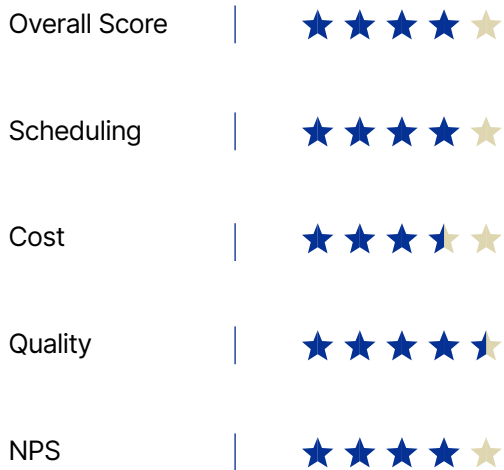
In November 2019, Joveo hired CIENCE to outsource their lead generation, focusing on managers up through C-level positions in the industries of nursing, retail, hospitality, transportation, and logistics. Their target audience was large organizations with 300+ jobs to fill. CIENCE did their homework, tailoring a campaign to best first Joveo’s needs.

“Great support from the team,” says Ajith, “they have experience and a clear multi-channel strategy and provide regular updates and feedback. From an Account Management perspective, they were effortless to work with and provided us flexible options.”

RESULTS

Joveo established hundreds of brand new leads and connections via email, phone, and LinkedIn campaigns. As Ajith says, “we wanted to allow our sales reps to spend more time in front of customers and warm prospects; by leveraging CIENCE, we were able to decrease our cost per lead and gain more face time with our clients.”

CIENCE’s Evaluation





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