

# Segmint

## CASE STUDY

“We really wanted to get our message out as quickly and efficiently as possible and FRONTLINE did that.”

*Greg Gruning, Chief Revenue Officer*

### Overview of Segmint

Segmint provides a fully-hosted marketing solution that bridges the widening gap between marketing and IT. We are a global leader in data-driven marketing for financial services. Our solution activates customer data and delivers targeted one-to-one messages at the precise moment a consumer is considering a purchase. Unlike many marketing technology providers, our solution analyzes customer data in real time, which enables our clients to deliver dynamic, Always On marketing messages that drive results.

### Why We Hired FRONTLINE

We are constantly looking for solutions to shorten our long, complicated sales cycle. That was the primary reason we came to FRONTLINE. We needed to proliferate brand and product awareness in the financial sector, as well as generate new sales opportunities.

Ideally, we want to speak with the CMO, the head of retail banking, head of marketing or VP of Strategy.

These individuals are difficult to reach, which is where I became enamored with FRONTLINE and their success in doing so. Using their Staccato process, they had the capability and history of results to target niche audiences with laser focus and open doors for introductory conversations. Our team could take over from there, moving us down the sales process faster and more efficiency.

### How FRONTLINE Is Different

There are many companies out there who provide a similar service and they all say they can get you in front of the right audiences. But FRONTLINE actually does. They have had significant success helping organizations with complex sales, where multiple people are involved, and that's exactly what we needed.

**Industry:** Financial Services

**Staccato Product:** AutoPilot

### FRONTLINE Selling

Point Corporate 6505 Shiloh Road  
3rd Floor Alpharetta, GA 30005

frontlineselling.com  
1-877-726-7871

# Case Study: Segmint

I visited their office and spent about three-quarters of a day actually listening to calls, watching the Staccato methodology in action. FRONTLINE reps successfully secured appointments for a company who sells medical equipment to hospitals, which is obviously a very long, complicated sale. That intrigued me. Experiencing the methodology and witnessing the results tipped the scales in our decision-making process.

## The Results:

The number of meaningful interactions (appointments) generated was excellent. I give FRONTLINE very high marks for getting us in front of the right audience and providing us the opportunity to make our pitch.

We really wanted to get our message out as quickly and efficiently as possible, and FRONTLINE helped us do that. In addition, we experienced success converting those opportunities into business.

While it's tough to accurately quantify the results due to the length of our sales cycle, we definitely had some wins.

If asked to grade FRONTLINE, I'd give them an 'A' for creating a buzz in the marketplace, and not just with our target audiences.

**I'm a believer in what  
FRONTLINE does.**

***"FRONTLINE has had significant success helping organizations with complex sales, where multiple people are involved, and that's exactly what we needed."***

## The Bottom Line:

I'm a believer in what FRONTLINE does. They delivered the promised results, reinforcing my decision for choosing them to launch our lead generation and brand awareness campaign.

## More About Segmint

Segmint Inc. is a global leader in active analytics and Always OnSM cross-channel marketing. The company's solution securely activates enterprise data to intelligently deliver personalized engagements attributed across all channels (both digital and physical).

Segmint offers a patented technology platform that leverages actual consumer transaction data to help marketers truly understand and even anticipate the needs of their target audience and serve them highly relevant and personalized advertisements at the precise moment they're considering a purchase. The platform delivers messages to consumers and small businesses across mobile, public and private websites, the Open Internet as well as assisted channels (contact center, branch, direct mail, etc.) while adhering to strict privacy and security standards.

