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How PipelineRoad helped Caplight achieve remarkable growth in the pre-IPO stock marketplace

Customer story

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Having a strategic partner who understands your target market and possesses the expertise to drive growth is invaluable. Caplight, a leading marketplace for pre-IPO stock, found such a partner in PipelineRoad. This case study explores how PipelineRoad's marketing prowess and customer support propelled Caplight to achieve remarkable growth and establish itself as a leader in the industry.

Challenge

Caplight sought to generate revenue and attract interest in their SaaS platform, which connects investors with pre-IPO stock opportunities. However, with fierce competition and a niche target audience, they needed a comprehensive marketing strategy tailored to their specific market segment.

According to Mark, Caplight's Co-founder, "We needed a partner who understood our target audience and could help us cut through the noise in the market. PipelineRoad provided the expertise and guidance we needed to stand out and attract the right investors."

Solution

Caplight turned to PipelineRoad, an embedded Go-to-Market talent company, powered by AI. Renowned for their data-driven approach and expertise in reaching niche markets, PipelineRoad meticulously analyzed Caplight's target audience, identified key trends and behaviors, and crafted targeted account based marketing campaigns to engage potential customers.

Mark emphasized, "PipelineRoad's understanding of our market was impressive. They took the time to truly understand our audience and tailored their campaigns accordingly. It made a significant impact on our results."

Results

The collaboration between Caplight and PipelineRoad yielded outstanding results. Since partnering with PipelineRoad, Caplight experienced a remarkable **29% increase in website traffic and a 21% surge in user sign-ups**.

Mark proudly stated, "PipelineRoad's marketing campaigns drove a substantial increase in our website traffic and user sign-ups. Their strategies and messaging resonated with our audience, resulting in tangible growth for our business."

Furthermore, PipelineRoad's data-driven strategies and compelling messaging led to a **13% increase in conversion rates**.

More users were not only signing up for Caplight's platform but also actively engaging with the services offered.

"We were thrilled to see such a significant increase in conversion rates," Mark said. "PipelineRoad's expertise in crafting compelling messages helped us capture the attention and trust of potential investors."

Exceptional customer support

Beyond their marketing expertise, PipelineRoad provided exemplary customer support to Caplight. With their responsive, attentive, and proactive approach, PipelineRoad addressed any questions or concerns Caplight had promptly.

Mark expressed his satisfaction, saying, "PipelineRoad's customer support has been exceptional. They've been there for us every step of the way, ensuring our success. It's a true partnership."

Revenue growth and industry recognition

Thanks to PipelineRoad's marketing campaigns, Caplight experienced a significant **40% increase in sales revenue**. This exceeded their initial expectations and established Caplight as a formidable player in the pre-IPO stock marketplace.



"PipelineRoad's efforts directly contributed to our revenue growth. Their strategies helped us stand out in the market and position ourselves as a leader. We couldn't be happier with the results."

Optimized marketing efforts and reduced costs

PipelineRoad's partnership extended beyond campaign execution. They provided valuable insights and recommendations to optimize Caplight's marketing efforts, resulting in a **28% reduction in customer acquisition costs**.

Mark acknowledged PipelineRoad's impact, stating, "PipelineRoad's data-driven approach and recommendations have been invaluable. They helped us streamline our marketing efforts and achieve better results while reducing our costs. It's been a win-win for us."