

EMEDIA

Hoopla Helps B2B Marketing Leader Level the Sales Playing Field

As pioneers in business-to-business (B2B) lead generation since 1999, emedia executes guaranteed cost-per-lead and traffic generation campaigns for marketers across the B2B spectrum. With 30 sales reps located in offices in Chicago and London, emedia's sales team relies primarily on its inside sales team to sell the company's lead generation offerings, which include more than 7,000 online campaigns and a reach in the millions.

Aaron Kelly, Application Manager at emedia, was looking for an application that would help the company motivate rep behavior around key sales activities such as making calls, sending emails and setting meetings with prospects. While the team had an internally developed gamification solution within Salesforce, the tool was primarily used to run raffles with random prize winners, and was not designed to motivate sales team performance.

Looking for a more effective approach, emedia purchased a new gamification tool. However, the team soon discovered it had limitations as well. "It didn't allow us to motivate the activities we wanted to track," says Kelly of the new system, "and their contest structure was

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one size fits all, forcing all of our sales reps to compete on an equal footing, regardless of their territory size or experience." In the end, Kelly says, "We found we were spending more time fixing the software than we were using it."

Looking for a better solution, emedia evaluated a few other gamification providers, but found they were focused more on social rewards than sales performance, and were not a good fit for his organization's goals.

When Kelly discovered Hoopla on the Salesforce AppExchange, he knew he had found the right solution. "Hoopla had the right capabilities to meet the needs of our entire organization," says Kelly. "It's clear that Hoopla was designed with sales organizations in mind. With Hoopla, we can quickly create different games and competitions, and handicap reps according to their quotas,

"The ability to customize themes and choose different songs and animations that fire off helps keep everyone engaged."

different point values for different activities, such as making calls or setting meetings, and create separate competitions and leaderboards for different teams depending on the activity," says Kelly. Reps are also awarded points for entering their progress updates in emedia's Salesforce application. The result, says Kelly, is that "We now have more complete and accurate information in our Salesforce system."

The ability to publicly recognize reps by broadcasting live performance updates on

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Hoopla also helped emedia achieve one of its key goals: the ability to motivate specific sales activities and behaviors, not just end results. "With Hoopla, we can assign

Hoopla TV was another deciding factor in emedia's decision. "We like the real-time action events that get automatically triggered when someone reaches a goal," says Kelly, adding "The ability to customize themes and choose different songs and animations that fire off helps us keep everyone engaged."

In addition to helping emedia motivate sales performance, Kelly says Hoopla has introduced



Hoopla's animated leaderboards track sales rep performance.

a fun, competitive vibe to the company's sales culture. "We have a very positive yet competitive team-based environment, and Hoopla amplifies that culture," notes Kelly. "The sales reps use Hoopla to 'trash talk,' and managers will put jokes up on Hoopla TV for fun. Even our VP of Sales has a Hoopla TV screen set up in his office."

Since implementing Hoopla software, emedia has seen a significant increase in data quality, a 60% increase in activity reporting, a 35% increase in opportunity reporting and a 25% month-over-month increase in sales revenue.



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About Hoopla

Hoopla provides employee engagement solutions that help businesses achieve dramatic gains in sales productivity and customer success. Hoopla leverages data analytics, game mechanics and the latest research in motivational psychology to help managers build a high performance culture. Learn more at www.hoopla.net.