

Humanify® Growth Solutions

Demand + Acquisition

Find customers who are in market and read buy

Our Demand + Acquisition solutions optimize buying journeys to engage and acquire more new customers while leveraging technology and analytics to deliver simple and personal buying experiences. Our solutions help optimize and align your digital marketing efforts to increase the quantity and quality of digital leads at lower acquisition costs.

Enhance the customer journey through personalization and grow your customer base with newly acquired customers poised for a strong lifetime value.

Focus on the right opportunities

We remove the guesswork from prospecting with digital strategies, predictive models, and omnichannel sales programs that are proven to increase market share, lower acquisition costs, and penetrate new markets.

Benefits

Lift marketing return on investment (ROI) through alignment between sales and marketing

Build and optimize landing pages, microsites, and mobile sites

Ignite sales and sky-high ROI

15%-50%

Increase in lead to conversion

5:1

ROI ratio

~\$100m+

Additional sales

Solutions

B2B/B2C Campaign Management + Optimization

Collaborate and design the optimal engagement strategy with the right campaigns and advanced analytics to measure and drive targeted prospects, build trusted relationships, and ultimately, achieve your sales goals.

Search to Sales

Connect the online and offline journey and enter the conversation at the right time with a relevant message.

New Customer Acquisition

Acquire new customers at a lower cost of through best practices, analytics and insights through all channels (omni, voice, chat, and digital).

Innovation & Incubation

Enable you to test new strategies, enter a greenfield market or introduce a new product.