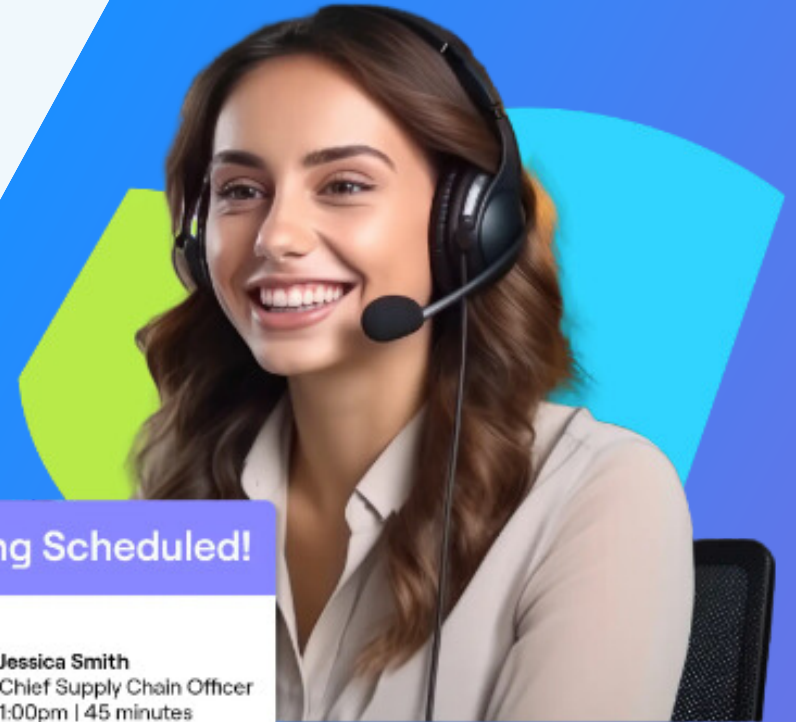



How Cognism built a successful b2b advocacy program with Fielo

How a top global startup chose Fielo to create a unique initiative to engage customers and foster loyalty



Meeting Scheduled!



Jessica Smith
Chief Supply Chain Officer
1:00pm | 45 minutes

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1. The story of Cognism's rapid growth

[Cognism](#) is a leading international sales intelligence business offering premium and compliant [B2B Data](#), including company and contact data, firmographics, technographics, intent data etc. This empowers customers to identify, engage, and successfully close deals with their ideal prospects.

Established in London in 2015, Cognism is a rapidly growing scale-up company that has achieved significant milestones, including obtaining a Revenue AI patent in 2018.

In 2019, Cognism was featured on LinkedIn for the first time as one of the Top UK startups, followed by recognition as one of the Top Global Startups in 2020.

Currently, the company boasts a workforce of over 550 employees, spread across offices in five countries: England, the US, Germany, North Macedonia, Croatia, and France.

2. Challenge: how to create a successful b2b advocacy program?

Solidifying its position as a premium sales intelligence leader following a successful Series C funding round, Cognism recognized the need to extend its reach and introduce an advocacy program.

However, this wasn't to be just any advocacy program. Cognism's objective was to develop an effective strategy for customer relationship building and nurturing by creating a program that would encourage and reward customer engagement while simultaneously foster loyalty.



3. Why Cognism chose Fielo?

Following thorough research, Cognism chose Fielo not only for its straightforward and reliable software, but also for the wealth of knowledge and expertise that Fielo could impart to assist Cognism in launching a successful customer advocacy program.

From conception to launch, Fielo has played a pivotal role in assisting Cognism with its program, providing support in both business strategies and Salesforce implementation. Cognism use *Salesforce* as their CRM, so selecting a vendor whose technology is native to *Salesforce* was also a strong selling point.

“Choosing Fielo not only meant the UI was familiar, it enabled all our great advocacy data to live and breathe in our single source of truth, allowing us to create reports and dashboards that are also visible to other teams in the business.”

Karin O’Grady, Global Head of Customer Marketing at Cognism

3. Why Cognism chose Fielo?

Additionally, Cognism chose Fielo's platform due to its intuitive, plug-and-play nature, eliminating the need for IT development.

Consequently, marketers can efficiently manage the program without requiring code experts support.

"Fielo's Professional Services/implementation team were brilliant in accompanying us throughout our partnership and especially during the implementation and launch phases, they and the rest of the Fielo team are incredibly supportive and ready to help."

Karin O'Grady, Global Head of Customer Marketing at Cognism

4. How Fielo worked to design Cognism Advocacy program (Champions)

With Fielo's support, Cognism successfully launched "Champions", a B2B program that incentivizes customers for advocating for the company.

Our Subject Matter Experts and Customer Success teams collaborated with Cognism's team to conduct three workshop sessions. These sessions were designed to formulate the incentive strategy for the program, including aspects such as points ratio, KPIs, and rewards.

Among the incentivized activity participation, customers have the opportunity to earn points and different badges for completing various activities, such as:



5. Among the behaviors incentivized...

customers have the opportunity to earn points and different badges for:

1. Online business reviews
2. Sales reference calls
3. Written or video case studies
4. Speaking on webinars & events
5. Product research & testing
6. Sharing success
7. Sharing Product ideas
8. Posting on social media, and more.

Cognism reward different number of points based on the type of activity and how much effort or time is required for the customer to complete it.

Once customers earn points, they can exchange them for various rewards such as gift cards, AirPods, etc.

6. The Results

Cognism have defined KPIs so they can keep track of the most important incentives on the program.

Business reviews by quarter	Video case study by quarter	Product tests in a year	Webinar speakers per year
81% achieved last quarter	100% achieved last quarter	+400% achieved last year	+150% achieved last year

“The interest and adoption of the program has been amazing, we now have over 800 Champion members, and I’ve received great feedback from our customers. Some are even keen to replicate the program for themselves. Fielo has enabled us to drastically increase our online reviews, adding



→ 400+ reviews across platforms, generate more case studies and much more.”

Karin O’Grady, Global Head of Customer Marketing at Cognism

7. How satisfied is Cognism with Fielo?



Karin O'Grady, Global
Head of Customer
Marketing

We are very happy with the results that we have achieved in our first 18 months. For the coming years, we expect to see even more positive results and participation from customers as we aim to reach of 1,000 members. We have seen direct and indirect impact of the program on our revenue and has certainly achieved ROI.

"Fielo has been a game-changer for me as I'm responsible for creating new case studies, facilitating reference calls, etc. Having customers volunteer to advocacy activities significantly boosts the efficiency of identifying happy customers willing to participate. Managing our advocacy programme with a user-friendly interface has helped me streamline my responsibilities and facilitate rewarding our customers."



Elli Jones,
Customer Marketing
Manager

About Fielo

With our loyalty and incentives platform, we help organizations of all sizes modernize their loyalty programs, turning them into a competitive advantage.

With over a decade of focus on innovation, we have built a plug-and-play platform that integrates directly with your business's CRM, eliminating the need for codes or developers.

The expertise included in our product allows our customers to create their programs in just a few clicks, making management easy and straightforward. Fielo is loyalty made simple!

Learn More:

