

LeagueApps doubles direct mail pipeline with Reachdesk

LeagueApps provides leading youth sports organizations with the technology and community they need to run, grow, and win. The LeagueApps cloud-based platform helps sports organizers manage the administrative duties of running their clubs/teams/leagues/ tournaments through collecting payments and registrations in a single, easy-to-manage platform.



Headquarters
New York, NY



Website
www.leagueapps.com



Founded
2011



Industry
Computer Software,
Sports Management



Company size
51-200

The challenge

Sports were hard hit by the COVID pandemic and as a result, sports management tools such as LeagueApps had to be creative about the way they attract new business. LeagueApps felt the impact of the pandemic on their pipeline and needed to get in front of more of their target audience and quickly win new customers.

The LeagueApps marketing and sales teams saw the potential of targeted direct mail campaigns in attracting target customers and accelerating their sales cycle. Their goals were to:

- Drive more pipeline
- Boost response rates for sales outreach
- Make gifting and direct mail as quick and easy as possible



“When evaluating a technology partner, you’re not only looking for a product that meets your needs but also for a champion, a company willing to help you achieve your goals and Reachdesk has been the perfect partner.”

Risha Dewan, Growth Marketing Manager, LeagueApps

The solution

Before partnering with Reachdesk, the marketing team at LeagueApps spent many hours liaising with multiple vendors to source and send the right items for their gifting campaigns at the right cost. Reachdesk allowed them to streamline the process and optimize the way their gifting budget was spent.

Using Reachdesk, LeagueApps was able to add gifting to their sales outreach emails and power multiple marketing campaigns without any hassle. LeagueApps reached their target audience in Canada and the US with personalized gifts that increased engagement.

The Reachdesk Salesforce integration then allowed LeagueApps to carefully monitor how gifting impacted their deals and pipeline and to make data-driven decisions about their strategy.

- Send personalized delicious treats such as cinnamon rolls to delight prospects and boost response rates
- Track campaign performance and monitor impact on pipeline through the Reachdesk and Salesforce integration

“From the first meeting we had with Reachdesk we were impressed with how easy it was to send direct mail campaigns. I emailed my VP and told them we need to partner with Reachdesk if we want to scale direct mail and gifting.”

**Risha Dewan,
Growth Marketing Manager,
LeagueApps**

The results

Adding gifting to their sales outreach enabled LeagueApps to increase their response rates. Being able to streamline the direct mail process and scale gifting to the entire marketing and sales team allowed LeagueApps to double the amount of pipeline generated from each direct mail campaign.