



# How SelectHub **Accelerates Growth**

## By Driving Peak Sales Pipeline Performance

# Paycor saw a 40% Lead-to-FTA\* Ratio with SelectHub's Lead Generation Programs

## Client Overview

With a 30-year presence in the HCM market, Paycor partners with over 28,000 customers worldwide. With a focus on supporting leaders, Paycor offers human capital management (HCM) software that streamlines administrative tasks, allowing businesses to concentrate on cultivating a productive work environment.

Paycor's solutions prioritize talent development and contribute to workplaces that foster growth and engagement. Moreover, Paycor provides industry-specific solutions that equip their clients with a competitive advantage.

In 2018, Paycor subscribed to SelectHub for lead generation. The company first engaged SelectHub through its HQL program, then eventually layered in MQLs to further growth and continuous performance.

\*FTA = First Time Appointment



# Fact Sheet

Name of Client	Paycor
SelectHub Program	HQL and MQL campaigns
Industry	HCM
Location	Cincinnati, Ohio

## The Challenge

Paycor had a specific objective in mind when they subscribed to SelectHub's HQL program. Their primary focus was to acquire sales-ready leads that could be effectively converted into appointments and, ultimately, become Paycor clients. SelectHub's aim was to provide them with quality leads that had a higher probability of progressing through the sales funnel to eventually become loyal Paycor customers.

In collaboration with Paycor, SelectHub aligned its lead generation efforts with their specific objectives and contributed to their success in acquiring new clients and expanding their business. SelectHub's tailored approach to lead generation ensured that Paycor received a consistent flow of sales-ready leads, increasing their chances of converting prospects into long-term, loyal customers with a high lifetime value.



## Proposed Solution

SelectHub provided an array of services to generate market awareness for Paycor which also helped establish mindshare and nurture potential opportunities with its Marketing Qualified Lead (MQL) program. Under this program, the leads are generated via SelectHub’s proprietary technology selection management platform. The platform helps businesses organize their software selection through resources like requirements templates and compare vendors with a variety of tools including category-specific product leaderboards.

# Program Deliverables

- **Demonstrable Intent:** Prospects are driven to SelectHub's campaigns with a specific intent, seeking valuable and unbiased assets such as requirements templates, pricing guides and analyst & community-vetted vendor comparison scorecards via SelectHub's proprietary Decision Platform technology. This approach ensures that prospects are genuinely interested in the information provided.
- **Filtered Targeting:** SelectHub employs geographic, industry, and company size filters to refine their targeting efforts in alignment with Paycor's target market requirements. By narrowing down their audience based on these criteria, Paycor could focus on reaching the most relevant prospects likely to benefit from their offerings.
- **Non-Exclusive Approach:** SelectHub's campaigns are designed to be non-exclusive. They cater to a broad audience rather than targeting a specific vendor or product. This approach helps build trust and establish SelectHub as a reliable source of unbiased information within the market.



"You all do a good job of trying to understand our goals, our business, what's working and what's not. We definitely appreciate that."






**Nick Berta**

Digital Marketing Strategist at Paycor

# Metrics Measured

- **Lead level:** The percentage of leads that are net new to their database.
- **First-Time Appointment Rate:** The percentage of leads that take an appointment:
  - The percentage of those leads that close.
  - The average deal size of those leads that close.
- **Company Sizes:** Based on the client's pricing structure, bigger companies tend to be bigger deals and more profitable for the client.
- **Return on Investment:** Paycor utilizes a split attribution model to determine the percentage of the contribution made. This approach helps accurately gauge the effectiveness of SelectHub's efforts beyond individual attributions.
- **Sales Forecast Total:** The client also factors in a sales forecast total to assess the comprehensive impact of the deals, disregarding the split attribution aspect.

# Timeline

-  **September 2018: HQL PPL Program onboarded**
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-  **September 2021: HQL subscription upgrade**
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-  **September 2022: HQL + MQL subscription upgrade**

Over the course of one week in September 2018, Paycor was onboarded as a client into the HQL PPL program. Lead delivery started immediately after the kickoff call. After experiencing excellent results, Paycor upgraded to a base HQL subscription in September 2021. During their next annual renewal, Paycor elected to upgrade to an HQL + MQL subscription to further enhance lead volumes.



**“The HQL program has been a home run for us.”**

**Nick Berta**

Digital Marketing Strategist at Paycor

## Results & Final Remarks

SelectHub has emerged as one of Paycor's top-performing partners in terms of lead to first-time appointment (FTA) ratios. With an impressive 40% lead-to-FTA ratio, it indicates that the leads generated through SelectHub's efforts actively engage with Paycor's sales team, participating in discovery calls and often lead to potential revenue in the pipeline. This exceptional performance has left the client highly satisfied with the results, showcasing the effectiveness of SelectHub's lead-generation programs so far as driving valuable engagements and tangible business outcomes.



**“In this space, we have a range of fifteen to twenty lead generation vendors. SelectHub consistently ranks at the top of that list. Ultimately, these results speak for themselves and demonstrate SelectHub's strong performance.”**

**Nick Berta**

Digital Marketing Strategist at Paycor

# SelectHub's Software Seller Programs

SelectHub's Seller programs are designed so that vendors can connect and reach high intent enterprise software buyers who interact with SelectHub during their software selection journey. Our custom content attracts prospective buyers with an objective to pick the right software for their business needs. The SelectHub software platform enables fair comparison for users and thereby gives software vendors the most focused and timely exposure to high buying intent.

## HQL Program

SelectHub generates the highest quality level of leads available for the software industry. All our inbound leads have demonstrable intent and get BANT-qualified by our skilled team in Austin, TX, while setting up the prospect to be ready for your call. Through phone verification and granular filtering, we are able to deliver real value to vendors who are looking for real prospects and strategic partnerships.

[Learn More About The HQL Program](#)

## Inbound MQL Program

SelectHub provides viable nurture opportunities for your marketing programs to connect with future prospects and gain mindshare leading up to opportunities. We validate prospects and add additional information such as Job Title, Industry, and Company Size beyond the generic information so that you can segment more effectively. With the help of our proprietary platform and resources, we are able to vet intent in our leads which can help your team nurture more impactfully.

[Learn More About The MQL Program](#)

## About SelectHub

SelectHub is a combination of a software platform & research firm that makes selecting enterprise software data-driven, agile, collaborative and free of bias.

We support everything from initial research to final vendor selection and price negotiation. Driven by data from detailed analysis and research and validated across thousands of diverse selection projects. SelectHub shortcuts the selection process ensuring more informed and accurate purchase decisions.