



CASE STUDY

# Lightcast

Lightcast is a global leader in workforce intelligence and labour market analytics. They provide data and insights that help their customers make smart decisions around workforce planning to unlock growth opportunities, prove ROI and achieve sustainable change to a more skills-based focus.

With an offering this valuable, it's no surprise that Lightcast dominates in many market sectors globally, with over 700 staff across the US, Canada, New Zealand, Italy and Spain.



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## Growth ambitions

Lightcast has a large UK presence in Higher Education and Government for over a decade, providing vital insights into future skills and market trends.

With the invaluable nature of their data, Lightcast wanted to identify fertile ground in other markets that would hugely benefit from their insights. Their growth ambitions included expanding their footprint into new sectors in the UK and Europe, particularly in large enterprise, and specialist HR and Learning technology companies.

'I knew I needed a machine behind me that could generate interest, increase our brand awareness, and enable us to have new conversations to understand the market dynamics, says' Luke Pelham, Lightcast's Director of Talent Solutions for Northern Europe,

Having previously experienced beneficial output of the company in a previous role, Luke turned to Incognate to help Lightcast understand and unlock these new markets. As Luke explains, 'I knew Incognate would come in, understand the brief quickly and be out there testing things'.



**"We brought in Incognate because we knew they'd bring in realistic opportunities to sell"**

**"Incognate just instantly and seamlessly integrated into our sales function"**



## The Reach approach

Identifying HR & Learning technology companies as the first focus, we used our REACH Blueprint to set about defining and refining the target personas that might lead to realistic opportunities.

As this was a new and unknown market for Lightcast as well as different personas the initial messaging to test the water yielded lukewarm results. Our ability to rapidly adapt messaging is one of our key differentiators. The intel we gained from this initial outreach, gave us valuable insight and enabled us to create a message that exceeded expectations with fantastic results well above the industry average.

The ability to be flexible and try a different approach is crucial for success, and this resonated with Luke – ‘that speed of thought and nimbleness was amazing, Incognate pivoted really quickly. We went back and completely re-did the messaging then, and that gave us well above average response rates and a handful of really good conversations down the line’.

As with all outreach, we use what we learn about markets to ensure we talk to the right people at the right time for them to engage, which proved to be the case here for Lightcast. ‘We were exceeding the industry average on a cold outreach’, explains Luke, ‘which suggested we had highlighted the right personas, and our messaging was effective and on-brand. It got us quickly engaged with half a dozen or so prospects, one of this which is imminently signing a significant contract!’

“I was impressed with how good the messaging has been – really natural, focused on the client and bringing value, so it earned the right to a conversation. The Reach Blueprint pieced that all together really well.”



# REACH



**42%**

**LinkedIn  
accepted:**

(industry average  
20-50%)



**30%**

**Cold email  
open rate:**

(industry average  
10 - 12%)



**8%**

**Email click-  
through rate:**

(industry average  
2.5%)



**7**

**sales qualified  
leads/meetings  
booked**

## Honing the messaging

Our Reach model includes a lot of initial attention focused on gathering information that helps to craft powerful messaging to provide value from the outset, and maximising the chances of engagement. We focus on real, natural communication that gets results, which was important to Luke.

'I was impressed with how good the messaging has been – it's really natural, it doesn't feel automated, it's focused on the client and bringing value, so it earned that right to a conversation. I think that's why our engagement has been really high – what was produced was really good quality and on-brand in terms of the effectiveness of the communication and the natural language used.'

## An extension of the Lightcast team

Our experience means we have the knowledge and confidence to try things, react, learn, pivot if needs be, and try again. We can get things off the ground within weeks rather than months, with quick results, and we're always willing to be creative. This made us an invaluable extension to Lightcast's sales team.

'Incognate just instantly and seamlessly integrated into our sales function', explains Luke. 'We didn't have to do a lot to get them started either – they know what they're doing so it didn't need loads of involvement from me. They quickly became an extension of our sales force as opposed to feeling like a third party – they genuinely cared about us being successful.'



**“They became an extension of our sales force, as opposed to feeling like a third party. They genuinely cared about us being successful”**

**“What was produced was really good quality and was on-brand in terms of effectiveness of the communication and the natural language used”**



## A long-term partnership

As our relationship with Lightcast grows and develops, we have now begun a pivot to the next market sector, with good learning outcomes from our initial tests. As two businesses that both pride themselves on building long-term relationships with their partners, we look forward to achieving more success for Lightcast into the future.

**“If anyone asks, I 100% always recommend Incognate because of that swiftness and agility, that willingness to say “let’s get something out there, then we can kick from that and see what happens”**



“The average sale requires **seven to 10** touches with the brand before a potential buyer converts into a customer”.

**(Forbes)**



“**54%** of B2B marketers find producing engaging content is a persistent challenge”.

**(CMI)**



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**REACH**

### Services delivered:

REACH Campaign  
3-month pilot and benchmarking

If you need to sharpen your propositions, accelerate demand generation and create thought-provoking, visually engaging content get in touch on **01844 211 690** or email **marketing@incognate.com**

**www.incognate.co.uk**



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