

CASE STUDY

Paycor Case Study: Strengthening Sales Pipeline with S2W Media

S2W Media, a leading content syndication partner, has been working with [Paycor](#), a prominent HR and payroll software provider, to strengthen their sales pipeline and improve lead quality. Through effective collaboration and communication, S2W Media exceeded Paycor's expectations and consistently yielded remarkable results.

THE CHALLENGE

Paycor was looking for a content syndication partner to help them build a more robust sales pipeline, increase their First Time Appointment (FTA) rate, and achieve quarterly net new lead growth benchmarks.

THE SOLUTION

S2W Media offered Paycor a comprehensive content syndication campaign that was easy to set up and required minimal effort from Paycor's side. The dedicated campaign managers quickly responded to requests and ensured a smooth, collaborative relationship between both teams.

KEY RESULTS

1. Improved FTA Rate: Paycor's FTA rate doubled, thanks to the high-quality leads provided by S2W Media. This significant improvement directly impacted their sales pipeline.
2. Consistent Net New Lead Growth: S2W Media consistently helped Paycor match or exceed their goal of increasing net new logos by 50% every quarter.
3. Increased Budget Allocation: Paycor increased their budget with S2W Media every quarter due to the excellent lead quality and delivery.



"Working with the S2W Media team has been fantastic. Everything has been great – from the leads to the communication, quality, and performance. They've consistently been a top performer for us, and their agility in making improvements to the campaign has ensured our continued success. We'd absolutely recommend them to other companies looking to run a similar campaign."

Eric Wendt

Digital Marketing, Paycor

THE CONCLUSION

S2W Media's content syndication campaign has proven to be a valuable asset for Paycor, driving substantial results in lead quality, sales pipeline, and revenue growth. By consistently exceeding Paycor's benchmarks and delivering exceptional performance, S2W Media has solidified its position as a trusted partner. To learn more about how S2W Media can help you [schedule a meeting with us here](#).