

# From Lead Chaos to Precision: Tipalti's Revenue Engine Transformation



# The Breaking Point

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## The Breaking Point



Before S2W Media, we were drowning in volume—but too many leads were poor fit and low intent. Sales spent hours qualifying, rev-ops spent days cleaning data, and pipeline was unpredictable.

— Russell Martin, Director of Integrated Marketing, Tipalti



# The Pain: What Wasn't Working

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# The Pain: What Wasn't Working

Tipalti's demand gen looked healthy on paper. Leads were coming in. Numbers were being hit. But underneath, the engine was struggling.

## 1. Pacing was unpredictable

Leads arrived in waves—nothing for weeks, then a flood that overwhelmed sales. No consistency. No rhythm. No way to plan.

## 2. Target accounts were ignored

Previous vendors delivered against their own lists, not Tipalti's. Less than 60% of leads came from named target accounts. The rest? Wasted effort on companies that would never close.

## 3. Lead quality created friction everywhere

Poor-fit leads clogged the system. Sales spent hours qualifying contacts that should never have reached them. RevOps spent days cleaning bad data—duplicates, missing fields, wrong titles. Real opportunities got buried.

## 4. Pipeline became a guessing game

With inconsistent quality and unpredictable delivery, forecasting was impossible. Leadership couldn't trust the numbers. Sales couldn't plan their quarters.

## 5. The team was frustrated

Marketing felt like they were hitting targets that didn't matter. Sales felt unsupported. RevOps felt like a cleanup crew. Everyone was working hard—but not on the right things.

# Why Tipalti Chose S2W Media

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## Why Tipalti Chose S2W Media

Tipalti had been here before. They'd worked with vendors that promised precision and delivered volume. Vendors that hit lead counts but missed the point. By the time they came to S2W Media, they weren't looking for another supplier—they were looking for a different kind of partner.

The evaluation wasn't just about capability. It was about trust. Tipalti needed to know that whoever they chose would treat their target account list as sacred, not advisory. That they'd get clean data without chasing it. That when priorities shifted mid-quarter—as they always do—the response would be measured in hours, not weeks.



## Three non-negotiables shaped the decision:

1

Leads from their actual target accounts—100% of them, not 60%. The TAL wasn't a starting point to be approximated. It was the brief, full stop.

2

Contacts that fit their ICP and were actively researching—not just names on a list. Intent had to be built into the model, not bolted on as an afterthought.

3

A partner that operated like part of their team—predictable, transparent, and fast. Not a vendor that needed managing. A team that proactively communicated, flagged issues before they became problems, and adapted without disrupting delivery.

S2W Media met all three. But what sealed it was the operational model—the way S2W was structured to run campaigns, not just launch them.



Operationally they're a dream: clean data sync, transparent reporting, and they adapt instantly without missing a beat.

# The Solution: Three Things That Changed Everything

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# The Solution: Three Things That Changed Everything

## 1. 100% Target Account Coverage—Every Time

S2W didn't treat Tipalti's target account list as a suggestion. It was the only list.

Every lead delivered came from Tipalti's named accounts. Not 80%. Not "best efforts." 100%.

Previous vendors averaged under 60% TAL adherence. S2W hit 100%—quarter after quarter, even when Tipalti changed priorities mid-campaign.



They've delivered 100% from our target account list, every single time, even when we've pivoted mid-campaign.

### Why it matters:

Sales stopped spending time on accounts that would never close. Every lead was a company Tipalti actually wanted to win.

## 2. High-Intent Leads That Sales Could Actually Use

Volume means nothing if the leads aren't ready to buy.

S2W layered intent data into every campaign. Outreach only went to contacts who fit the ICP and were actively researching. No spray-and-pray. No low-intent noise.



From day one the leads have been exceptionally accurate and high-intent—every contact fits our ICP and is actively researching.

### Why it matters:

Sales conversations started with context, not cold qualification. Deals moved faster because buyers were already engaged.



### 3. Operational Excellence: Predictable, Clean, Fast

This is where most vendors fall apart. S2W made it a competitive advantage.

Behind every Tipalti campaign sits a cross-functional team built for two things: strategic accountability and operational precision. A dedicated Customer Success Manager owns the relationship—performance, alignment, executive reporting, and the trust that comes from genuinely knowing the client’s business. A Campaign Manager runs execution. And an Operations team works quietly in the background, screening every lead against Tipalti’s TAL, suppression files, and qualification criteria before it ever lands in HubSpot.

Nothing gets through that process incomplete.

Onboarding set the tone. Before a single lead was delivered, S2W aligned with Tipalti on ICP, qualification thresholds, KPIs, and communication cadences. No ambiguity at the start meant no scrambling mid-campaign.

Once live, Tipalti received a steady weekly flow—with trends, insights, and optimisation recommendations included. Structured performance calls at the two-week mark, mid-campaign, and at wrap gave leadership consistent visibility. And when signals shifted between calls, S2W didn’t wait for the next scheduled touchpoint—they picked up the phone.

The result was a programme that ran itself. No chasing. No cleanup. No surprises.



They genuinely feel like an extension of our own team.

#### Why it matters:



Less friction. Less wasted time. More selling.

# The Business Impact

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## The Business Impact

Before S2W Media 	After S2W Media 
Leads from wrong accounts	100% TAL delivery — every lead a target account Tipalti actually wanted
Sales buried in qualification work	Higher-intent conversations — buyers already researching
RevOps stuck cleaning data	Reduced operational drag — clean data, fast routing, no manual cleanup
Pipeline unpredictable	Predictable revenue engine — consistent pacing, reliable forecasting
Team frustrated	Increased pipeline velocity — deals moved faster from day one



The result: higher-intent conversations, faster velocity, less operational friction, and a predictable revenue engine.

# How We Work: The Pacing Story

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Most vendors dump leads at the end of the quarter to hit numbers. S2W delivered differently.

## Week-over-week consistency:

Tipalti's sales team received a steady flow—not a trickle followed by a flood.

## Ahead of schedule:

Quarter after quarter, S2W delivered early or on-time. No scrambling. No excuses.

## Regional precision:

Leads paced deliberately across UK, EU, and priority markets—each segment tracked and delivered on cadence.

## Transparent reporting:

Weekly syncs, live dashboards, full visibility into pacing, intent signals, and conversion through every stage.

When Tipalti needed to pivot mid-quarter, S2W adjusted targeting in under 48 hours—without disrupting delivery or quality.

Metric	Result
TAL Coverage	100% (vs. <60% from previous vendors)
Delivery Pacing	On-time or early, every quarter
Mid-Campaign Pivots	Executed in <48 hours
Data Quality	Clean sync, zero manual cleanup required

# What's Next

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## What's Next

The partnership is expanding:

### US market growth:

Scaling the precision model into North America with the same 100% TAL discipline.

### New use cases:

Testing additional intent signals and content formats to further increase conversion.

### Deeper integration:

Tighter alignment with Tipalti's evolving account prioritisation and sales plays.

What started as a fix for broken lead gen has become a core part of how Tipalti builds pipeline.

## The Bottom Line

Tipalti didn't need more leads. They needed leads that mattered—from the right accounts, with real buying intent, delivered predictably.

S2W Media delivered exactly that.



I'd confidently recommend S2W Media to anyone ready to move from low-intent noise to precision that actually scales.

— Russell Martin, Director of Integrated Marketing, Tipalti