
People Management Software · Mid-Market HCM Vendor

"I usually have zero faith in vendors." What changed.

How a skeptical VP of Marketing went from three failed lead gen vendors to a full-queue sales team and a pipeline number she could defend to her CEO.

Key result

"Getting leads at this cost is a big win for us. It's been a huge success."

VP of Marketing, People Management Software Company

THE SITUATION

Three Prior Vendors. The Same Result.

The VP of Marketing had been in HR tech long enough to know how the pitch goes. A vendor promises a pipeline full of in-market buyers. The contract gets signed. The leads arrive: spreadsheet names, form fills, webinar attendees who don't remember registering. The sales team works twelve of them. The rest age out in the CRM.

She'd seen it with three prior vendors. The numbers always looked fine at the proposal stage. The conversion rates told a different story.

Her team sells people management software into the HR function. The buying committee is small, the decisions take time, and her reps need a reason to pick up the phone. What they were getting was the opposite: contact information and a guess.



I usually have zero faith in vendors. Most of them overpromise and underdeliver.

VP OF MARKETING, PEOPLE MANAGEMENT SOFTWARE COMPANY

THE PROBLEM

Walking Into Every Call With Nothing

Her lead mix before Rover was typical for an HR tech vendor her size: content syndication leads, webinar registrants, and third-party intent data. On paper, the volume was there. In practice, her reps were working through a list of people who had shown some signal weeks or months ago, with nothing to say beyond the basics.

Intent data wasn't solving it. A score doesn't tell a rep why a buyer is interested, what they're frustrated with, or when they need to make a decision. It tells them someone visited a page. And that signal was sold to every competitor in her category simultaneously.

WHAT ROVER DELIVERED

A Conversation Before the First Call

Rover's CDR (Community Development Representative) team makes 120+ outbound calls daily into the HRMorning community: 297,000+ HR professionals who have built a relationship with the HRMorning brand over 20+ years. These aren't cold calls into a purchased list. They're conversations with people who already trust the brand, engage with its content, and show up to its events.

That 20-year relationship is what makes a conversation-based motion possible at scale, and what no competitor can replicate by standing up a call center.

Each call captures 50+ data points per prospect: current solution, specific pain points, budget timeline, decision-making role, and sentiment toward existing vendors. That conversation becomes the lead.

By the time the VP's reps received a contact, they already knew three things no intent score could tell them:

- 1 What the prospect was unhappy with in their current solution
- 2 When they expected to make a decision
- 3 Whether they were the person who could actually move it forward

Every lead came with a TruSQL™ score between 0 and 100, weighted across match quality, buyer intent, and call sentiment. Leads scoring 75 or above went to the top of the queue. Her reps weren't guessing who to call first.

Most agencies can build you a campaign. They can't hand you the audience. Rover does both, because the content, the events, and the conversations all run through a community Rover has owned and grown for two decades.

THE RESULTS

The Full Queue. For the First Time.

Within the first quarter, two things happened that hadn't happened with prior vendors.

First, her sales team started actually working the leads. Not 20 out of 100. Not the top third. The full queue. When a rep knows a prospect's pain points before the first call, the call is worth making.

Second, the cost math changed. Conversation-qualified leads from Rover came in at a fraction of the blended cost her team had been paying to generate comparable pipeline from other sources. Leads that convert at a higher rate cost less per closed deal, even when the face-value cost per lead is higher.



Getting leads at this cost is a big win for us. It's been a huge success.

VP OF MARKETING, PEOPLE MANAGEMENT SOFTWARE COMPANY

Her team's demo-to-close rate improved. Sales cycles shortened. And for the first time in a while, marketing had a number it could defend in a pipeline review: not MQL volume, but qualified conversations that turned into real opportunities.

PIPELINE METRIC

Full queue worked

vs. 20% with prior vendors

COST RESULT

**Fraction of
blended CPL**

vs. prior demand gen sources

TIMELINE

First quarter

To full team adoption

WHY IT WORKED**A Context Problem, Not a Volume Problem**

Most demand gen vendors solve a volume problem. Rover solved a context problem.

Her reps weren't failing to convert leads because they lacked leads. They were failing because every call started at zero. No shared history, no understanding of the buyer's situation, no reason to say yes to a meeting.

First-party conversation data changed the starting point. Not guessing from an intent signal, but knowing from a real phone call what the buyer cares about and when they need to act.

That's not a better version of what her previous vendors were doing. It's a different thing entirely.

MORE THAN A LEAD FEED**A Continuous Program, Not a Purchase**

The conversation-qualified leads were the core, but they weren't the whole program. Rover sourced subject-matter experts, handled all creative from concept through delivery, produced and ran webinars on her team's behalf, and built custom assets tailored to her buyers. She wasn't buying a list. She was running a continuous, always-on program with a partner who already owned the audience she was trying to reach.

ABOUT ROVER INSIGHTS

The Audience. The Conversations. The Delivery.

Rover Insights connects HR technology vendors with in-market buyers through real conversations with the HRMorning community: the largest, most engaged HR audience of its kind, 297,000+ HR professionals built over 20+ years. Part of a 635,000+ network across HR and finance, including ResourcefulFinancePro. 120+ conversations daily. TruSQL™-scored leads delivered within 48 hours.

See how Rover Insights delivers conversation-qualified leads to HR tech sales teams.

[Book a Demo](#)

635,000+ community professionals · 120+ daily conversations · TruSQL™ scoring

48-hour delivery

RELATED READING

The Full Asset Suite

This case study is the proof point at the center of four guides, one for each audience that touches demand gen decisions at an HR tech company.

CEO**The Demand Gen Ceiling**

Why HR tech vendors hit a growth wall, and what's on the other side

CFO**The Pipeline Tax**

What bad leads are actually costing your budget

MARKETING**The MQL Trap**

How HR tech marketers keep funding leads their sales team ignores

SALES**The Cold Call Is Dead**

What replaced it, and how to hand your reps something worth dialing