

Case Study | EdTech/Education



[Decoded](#) is a London-headquartered professional education company specializing in digital, data and AI skills.

Founded in 2011, the company delivers learning through workshops, academies, boot camps and apprenticeships.

Sales Operations Specialist Jonny Hudspith supports Decoded's commercial team through CRM management, sales analysis, reporting and funnel optimization.



[SalesWings](#) helps revenue operations teams in education engage their customers in a timely, relevant and effective manner to achieve their ambitious goals.

By providing marketing, sales and agents with a user-friendly way to understand their buyer's intent, SalesWings customers grow conversion rates at every step of the funnel.



Executive Summary



“With SalesWings, we can now triage the leads that come in, and just by doing that, we’ve cut down our reps’ admin time massively and increased our close rate.”

Jonny Hudspith,
Sales Operations Specialist,
Decoded



Business Objective

Decoded is a technology education company that specializes in artificial intelligence (AI), data skills, and digital transformation training.

As they increased their investment in digital marketing, their commercial team faced a new operational challenge: more leads, but limited visibility into their quality and source.

Some reps were carrying over 150 open leads that weren’t dealt with the right priority, while marketing spend and Salesforce pipeline remained difficult to connect.

The Power of Behavioral Intelligence

SalesWings helped Decoded identify the needs, interests and urgency around every lead through behavioral intelligence, and brought valuable data points into Salesforce.

The team can now prioritize leads more effectively, assess campaign quality within days and connect digital acquisition activity to pipeline and closed-won revenue.



Business Objective

DECODED

Marketing Attribution

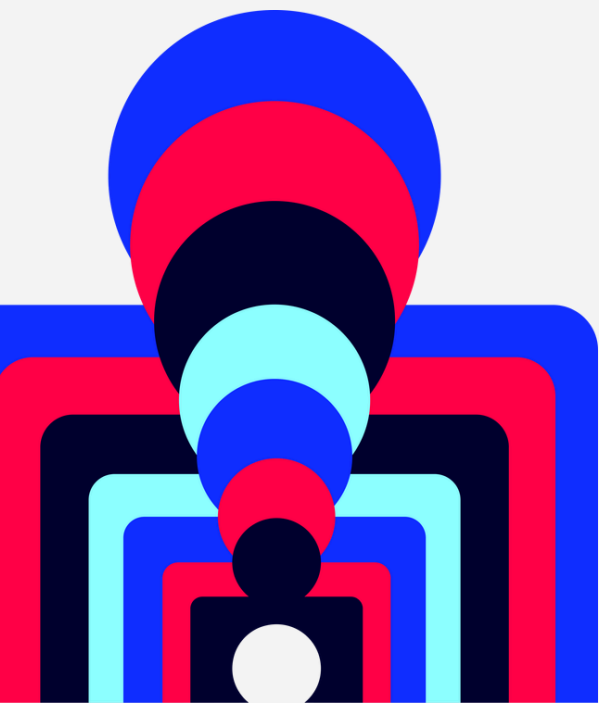
Decoded had historically generated much of its business through referrals, repeat customers and their CEO's professional network.

As the company pursued further growth, it increased investment in its website, paid search and other digital channels.

Lead volume quickly rose to around 50–60 leads per month, approximately 150% above previous levels. A key challenge was to understand which channels were producing high-quality leads.

Marketing campaign data sat in advertising platforms while the generated leads were dealt with separately in Salesforce. That created a critical silo and it was difficult to connect performance marketing investment with lead quality, pipeline, acquisition costs and revenue.

The increased volume also created pressure for sales. Some reps had accumulated over 150 open leads and it was clear that revenue was left on the table.



Solution Overview

DECODED



"It definitely solves a massive problem for us, specifically understanding lead quality and channels."

Jonny Hudspith,
Sales Operations Specialist,
Decoded



Why SalesWings

Decoded explored whether it could solve the problem internally using UTM parameters inside its existing Salesforce setup, which proved technically complex. It also considered expanding its Salesforce marketing capabilities, but that meant adding broader functionality and costs, before fixing the immediate problem.

SalesWings provided a more focused way to connect digital activity, acquisition source and lead quality inside Salesforce. Its customizable scoring also allowed Decoded to define what a strong lead looked like and adjust those criteria over time.

How SalesWings Solves the Challenge

Decoded leveraged SalesWings to track each lead's full customer journey, including campaign engagement. By creating proprietary lead-scoring models, Decoded is able to categorize each lead into a three-tier fit grading model: unusable, standard and excellent.

The commercial team can now triage inbound demand instead of giving every lead the same level of attention. Standard leads can move into automated processes, while stronger prospects receive more personalized follow-up from a human.

Finally, by using SalesWings insights in native Salesforce reporting, Decoded is able to report on lead quality by campaign and source, allowing it to deploy its marketing spend most effectively.

 SALESWINGS



Solution Overview

DECODED



“We’re having a great time with SalesWings, and the customer success is absolutely tip top — by far the best customer success team I’ve ever worked with. Super in-depth and just so helpful.”

Jonny Hudspith,
Sales Operations Specialist,
Decoded

Positive Outcomes

1) Large lead workloads are prioritized accurately.

SalesWings gives Decoded a structured way to manage lead pools that previously reached 150+ open leads per rep.

2) Campaign quality becomes visible within days.

Decoded can see whether conversions from a new campaign are developing into qualified leads, right inside Salesforce. This gives the team an earlier indication of whether marketing investment is producing commercially relevant demand.

3) Marketing activity can now be connected to pipeline.

Decoded can follow digital sources further through Salesforce and into closed-won business. That gives the demand generation team a much stronger basis for reporting marketing performance and spend back to leadership.

 SALESWINGS

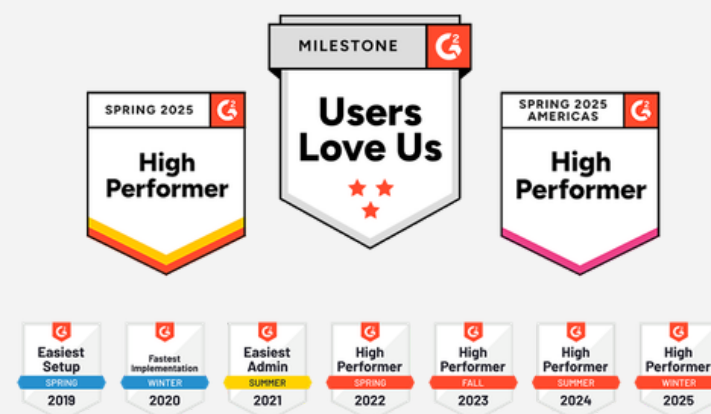


SalesWings for Education

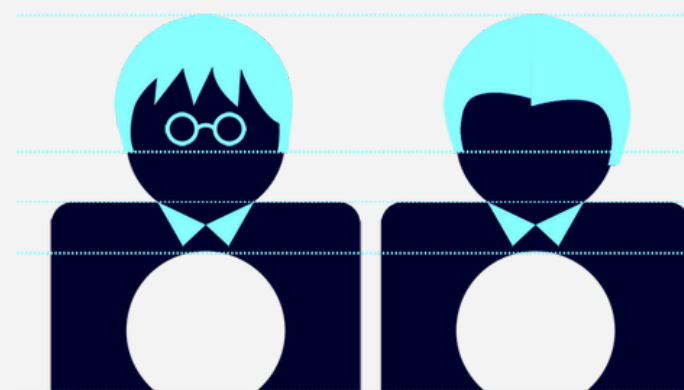
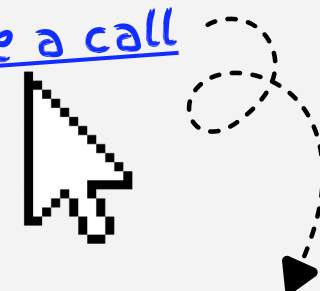
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Learn more about our solutions:

- Behavioral [data](#) collection
- Behavioral [intelligence](#)
- Website [lead generation](#)
- Sales [efficiency](#)
- Reporting & [analytics](#)
- [Salesforce](#) integration



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