Case Study | SaaS (Faith-based technology)

LOGOS

How a high-growth SaaS company uses 1st party buyer intent data to fix lead management for its B2B division.



Case Study | SaaS (Faith-based technology)

Logos is a U.S.-based technology company and one of the world's leading Bible study platforms, helping millions of people explore Scripture through digital libraries, research tools, and sermon preparation software.

Founded in 1992 and headquartered in Bellingham, Washington (USA), Logos has served more than 4 million users worldwide, supporting pastors, scholars, students, and everyday readers.

SalesWings helps revenue operations teams in software companies engage their customers in a timely, relevant and effective manner to achieve their ambitious goals.

SalesWings gives marketing and sales teams a shared understanding of buyer intent, helping them prioritize opportunities, coordinate engagement and improve conversion across the funnel.

The Results



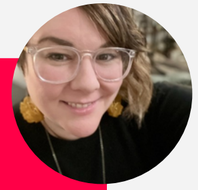
"I like being able to see the history of what people have clicked on and what they've been doing. That's almost like the HubSpot view I was looking for."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

Outcomes

- A working B2B lead funnel just one month after approval.
- Clearer visibility into prospects' interests and engagement, helping Sales prepare more relevant discovery questions.
- A practical way to progress B2B demand while the wider B2C Salesforce environment continued to evolve.
- A framework to support lead qualification across the church and education business lines.

Business Objective



"We needed to get lead scoring and lead stages and all of that built right away because it suddenly became a priority for the business."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

The challenge: supporting B2B growth in a business built around B2C

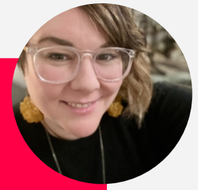
Logos had built its Salesforce and Salesforce Marketing Cloud environment around a primarily B2C business.

As its B2B division grew, the inbound marketing team needed a clearer way to understand and qualify demand for Logos' church and education solutions.

Knowing how many leads had arrived, or whether someone had completed a form, was no longer enough. Marketing needed to understand prospects' areas and levels of interest and move them through a defined funnel. Sales needed context to prioritize conversations and make them more relevant.

The team had already mapped the touchpoints and ICP framework it wanted. The challenge was putting that approach into practice.

Business Objective



"I had no lead stages, no lead scores yet. I could tell you we had this many leads, and someone filled out a form, but that's all I had."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

Logos' existing B2C environment made B2B lead management more complex

Logos first explored using the Salesforce tools it already had, which fell short.

After around two months, the team still had not found a workable way to implement the model in its existing systems, including Marketing Cloud Engagement.

Meanwhile, leads continued to arrive. Some were assigned a basic, manually created stage. Others entered a generic nurture.

Marketing could count those leads, but lacked the structured qualification process needed to support the growing B2B business.

Logos needed a practical way to move ahead without waiting for its broader Salesforce environment to be restructured.

Leadership approved SalesWings, and the implementation became a priority.

Case Study | SaaS (Faith-based technology)

Why SalesWings



"I love it just for letting the sales team know when they're looking at a lead. They have a ledger and they can tell what they've engaged with...That helps them shape their discovery questions and know the right things to ask them."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

SALESWINGS

A clear Understanding of B2B Demand

SalesWings gave the inbound marketing team visibility into what leads had engaged with and how their interests developed.

That understanding helped the team put its planned B2B qualification approach into practice within its Salesforce workflow.

For Sales, engagement history and interest-based segments provided context before a conversation. Reps could see what a lead had engaged with and use that information to shape discovery questions.

Case Study | SaaS (Faith-based technology)

Implementation & Results



"That launched this massive, fast turn — get it all done in a month kind of thing — and your team was phenomenal in helping us do that and get it all turned on."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

From a documented framework to a working funnel in around a month

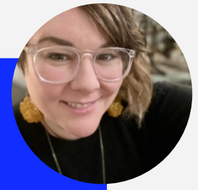
The inbound marketing team came to the project with a documented qualification framework for the church and education businesses.

SalesWings helped translate that framework into an operational process, working with Logos' operations team on lead stages, routing, and demographic and behavioral qualification rules.

This gave the team a more structured way to understand engagement and support lead progression, rather than relying on form submissions alone.

The result was a working B2B funnel that the team could use while the wider Salesforce environment continued to evolve.

Solution Overview



"SalesWings is allowing us to still move fast and be nimble while we eventually get that fixed, which is going to take time."

Beka Johnson,
Senior Director, B2B & Lifecycle Marketing

Supporting B2B growth without waiting for a systems rebuild

With its church offering gaining traction and education moving toward the same model, Logos had a practical foundation for managing B2B demand alongside its established B2C business.

Marketing had a clearer framework for understanding engagement and progressing leads.

Sales had visibility into prospects' interests and engagement to support more timely and relevant conversations.

The business could continue developing its B2B approach while longer-term systems work remained underway.

SalesWings for SaaS companies

SalesWings helps revenue operations teams in [software companies] engage their customers in a timely, relevant and effective manner to achieve their ambitious goals.

Learn more about our solutions:

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

