



How CivicPlus Captured More Than 70% of Accounts with Beeleads' Strategic Lead Generation

With a goal of expanding their reach across government(s), CivicPlus tapped into Beeleads' proven lead engine to capture hundreds of qualified ICP leads each month and scale their market presence.

Key metrics

CivicPlus company expanded brand recognition across target markets.



14,500+
High Quality Leads



5,000+
Unique Accounts

RESULTS

**1**

98.3% Data Accuracy

Beeleads implemented a verification process to ensure all leads were contactable and in ICP

2

70% of Accounts Captured

CivicPlus generated 14,500+ qualified leads across 5,000 accounts (70% of the total addressable accounts provided to Beeleads)

3

~2 years continued engagement

The sustained partnership over ~2 years and a 580% budget increase clearly indicate substantial positive ROI.

SOLUTION



The implementation methodology centered on dedicated landing pages designed specifically for government audiences, with content promotion restricted exclusively to audiences matching CivicPlus's Ideal Customer Profile. BeeLeads implemented a verification process to ensure leads represented engagement, backed by a 98.3% accuracy guarantee with 5x replacement for any leads falling outside the ICP.

**BEELEADS**

MARKETING MEETS SALES



Generate conversations with your ICP

www.beeleads.com

Los Angeles., CA



Beeleads

Marketing Meets Sales



CIVICPLUS

EXECUTIVE SUMMARY

CivicPlus, a leading government technology provider, partnered with Beeleads to dramatically expand its market reach across key government departments. Through five targeted campaigns, CivicPlus achieved remarkable results: capturing more than 70% accounts, with all leads in ICP and scaling their marketing efforts based on consistent performance. In almost two years, CivicPlus generated over 14,500+ high-quality leads across 5,000+ accounts.

COMPANY BACKGROUND

CivicPlus serves as a premier technology partner for governments across the United States, helping government(s) operate more efficiently through comprehensive digital solutions.

Operating in the specialized govtech sector, CivicPlus targets U.S. cities and counties with populations over 5,000. While this represents substantial market value, they chose to use Beeleads to penetrate into these accounts. Government procurement processes are usually complex with extended sales cycles, multiple stakeholders, and departmental silos that require targeted approaches for each vertical.

THE CHALLENGE

Despite their strong market position and comprehensive service offerings, CivicPlus wanted to systematically and cost-effectively reach decision-makers across their target government accounts while maintaining the high-quality essential for government sales success.

The company had significant untapped potential across its target , which represented its largest growth opportunity. However, reaching their ICP required a systematic approach that understood their audience. Traditional lead generation approaches deliver high volumes of low-quality leads that usually don't align with the Ideal Customer Profile.



SOLUTION STRATEGY

The implementation methodology centered on dedicated landing pages designed specifically for government audiences, with content promotion restricted exclusively to audiences matching CivicPlus's Ideal Customer Profile. BeeLeads implemented a verification process to ensure all leads represented interest and engagement, backed by a 98.3% accuracy guarantee with 5x replacement for any leads falling outside the ICP.

CivicPlus began with a \$5,000 monthly investment across all campaigns, and had peaked their spend to \$34,000 monthly.

IMPLEMENTATION AND OUTSTANDING RESULTS

The partnership launched in October 2023. The results have been exceptional across all key performance metrics. In this timeframe, CivicPlus generated 14,500+ qualified leads across 5,000 (70% of the total accounts in their ICP). The operational impact extended beyond lead volume. CivicPlus achieved consistent month-over-month delivery of ICP-qualified leads with a streamlined lead handoff processes, and enhanced sales team productivity through a higher-quality prospect pipeline. The sustained partnership and a 580% budget increase clearly indicate substantial positive ROI.

STRATEGIC IMPACT AND MARKET POSITION

CivicPlus's expanded brand recognition across target markets and the success demonstrates several critical insights applicable to B2B government technology companies. The focus on quality evidenced by the 98.3% data accuracy rate, generated superior business outcomes.

The systematic approach to market penetration showed that consistent engagement can rapidly build market dominance in defined segments.



CONCLUSION

The CivicPlus-BeeLeads partnership demonstrates how strategic lead generation can transform market position and drive substantial business growth in specialized B2B sectors. By prioritizing lead quality, vertical specialization, and systematic market penetration, CivicPlus achieved remarkable market share while building a sustainable, scalable growth engine.

The almost two-year partnership duration and consistent performance validate both the strategic approach and the operational execution. For other B2B companies, this case study provides a proven framework for achieving market leadership through specialized lead generation that combines deep sector understanding, quality focus, and strategic partnership development.

As CivicPlus continues expanding its market presence, its partnership with BeeLeads positioned it to maintain market leadership while efficiently capturing new opportunities across the government technology landscape. The foundation established creates a sustainable platform for continued growth and market expansion in the years ahead.