

RapidScale boosts eTrigue's lead generation capabilities with GenAI



Challenge

eTrigue, a through-marketing service provider, aimed to improve lead quality and conversion rates. They sought a solution to enrich lead profiles with comprehensive data, streamline lead generation processes, and enable more personalized communication.

Solution

RapidScale implemented a genAI-powered system that scraped and summarized LinkedIn profiles, providing eTrigue with valuable insights into leads' backgrounds and companies. This enriched data allowed eTrigue to prioritize leads, improve sales efficiency, and tailor their communication strategies.



eTrigue has been on the AWS cloud for 8+ years. The RapidScale team was able to help us expand our environment to easily adjust for scale and take advantage of new AWS services as we learn from our AI initiatives.

Jeff Holmes,
President, eTrigue

RapidScale's approach

- **Discovery and Design:** RapidScale collaborated with eTrigue to understand their specific needs, define use cases, and create a secure and scalable architecture on AWS.
- **DevOps and Data Processing:** Utilizing AWS services like VPC, CI/CD Pipeline, and Lambda functions, RapidScale developed a robust system to scrape LinkedIn profiles using ProxyCurl API and summarize content using AWS Bedrock.
- **API Gateway and Knowledge Transfer:** The team configured API Gateway to expose endpoints for accessing the enriched profiles. Comprehensive documentation and training sessions ensured eTrigue's team could effectively use and maintain the solution.
- **User Acceptance Testing:** Rigorous testing validated the system's ability to enrich profiles with accurate and relevant data, ensuring seamless integration into eTrigue's existing processes. This enriched data allowed eTrigue to prioritize leads, improve sales efficiency, and tailor their communication strategies.

Results



ENHANCED LEAD QUALITY:

The enriched profiles provided eTrigue with a deeper understanding of leads, enabling them to prioritize those most likely to convert.

RapidScale provided direct access to their developers, saving us countless hours of missteps.

Willy Lam,

VP of Engineering, eTrigue



IMPROVED SALES EFFICIENCY

By having access to detailed lead profiles, eTrigue's sales team could focus their efforts on high-quality leads, resulting in increased efficiency and productivity.



PERSONALIZED COMMUNICATION

The enriched data allowed eTrigue to tailor their communication to each lead's specific needs and interests, increasing engagement and conversion rates.



VALUABLE INSIGHTS

The system provided valuable insights into prospects' backgrounds and companies, enabling eTrigue to develop more targeted and effective marketing strategies.

Key takeaways

RapidScale's expertise in AWS cloud solutions and genAI technology empowered eTrigue to achieve their goals. By leveraging the power of AI to enhance data and streamline processes, RapidScale helped eTrigue transform their lead generation efforts, resulting in improved lead quality, increased sales efficiency, and enhanced customer relationships.

Why RapidScale

Whether refreshing legacy IT systems or launching an app that will reach millions, RapidScale empowers your business with a complete set of private and public cloud solutions to simplify IT and unleash innovation.

From Infrastructure as a Service to AI, RapidScale brings you the best portfolio of managed services in the industry, backed by a deep bench of certified experts holding over 400 accreditations. RapidScale has helped hundreds of customers migrate to AWS and Azure while helping over 2000 customers drive the complexity and administration out of IT. RapidScale makes technology your biggest competitive advantage.



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