



CASE STUDY

The UK's fastest growing PropTech company uses Zint's Market Mapping reports to accelerate growth...



Industry: Real Estate/Technology

Size: 100+ Employees

Company: Land Technologies Ltd, a technology company on a mission to empower the property industry with the tools they need to succeed via their online platforms, LandInsight and LandEnhance.

Challenge:

Understanding our current total addressable market and providing detailed information on potential new leads in our market has always been something that has been tricky for us. The property development market is always changing, as new developers enter into space frequently and quickly — not always having established an online presence.

Solution:

By working with Zint at LandTech, a property site sourcing software, we have been able to get a much clearer understanding of our existing TAM, as well as obtain new leads in our market to empower our sales team. The Zint Propensity model and Market Insights Report has been a key element in our success and continues to be our go-to source for research of our current TAM and exploring new audiences.

Result:

This has freed up time spent by our business operations team in doing crucial research, and has given our growth marketing and sales team a more defined path for strategic decisions to stay ahead of our growing competitive landscape.

Andrea Duke - Demand Generation Specialist