



# How Qnova Increased Lead Quality and Conversion Rates with BusinessWith

From credibility challenges to a stronger, more predictable sales pipeline

Qnova, an innovative provider within contract management, had developed a strong and reliable solution tailored to modern business needs.

However, despite the strength of their offering, they faced a critical challenge: reaching the right decision-makers and building trust early in the buying process.

By partnering with BusinessWith, Qnova was able to position themselves directly in front of high-intent buyers, strengthen their credibility through social proof, and significantly improve both lead quality and conversion rates.

## About Qnova

Qnova operates within the contract management space, helping organizations streamline and manage agreements more effectively. Their solution is designed to bring structure, efficiency, and control to an area that is often complex and fragmented.

## The Challenge: Reaching the Right Buyers and Building Trust

Operating in a competitive and crowded market, Qnova faced several interconnected challenges:

- Difficulty reaching decision-makers with clear intent  
While there was demand for their solution, connecting with buyers actively searching for contract management systems was inconsistent.
- Limited differentiation in a competitive landscape  
Standing out among multiple vendors offering similar solutions proved challenging.
- Lack of visible social proof and credibility signals  
Without a structured way to showcase customer success and testimonials, it was harder to build trust early in the buyer journey.

This combination made it difficult not only to generate leads, but to generate the right leads and move them efficiently through the pipeline.

## The Solution: Positioning Qnova in High-Intent Buying Moments

To address these challenges, Qnova partnered with BusinessWith and leveraged its intent-driven platform.

At the center of this was SystemGuiden, a data-driven tool that matches companies with relevant system solutions based on their specific needs.

This allowed Qnova to:

- Be discovered by decision-makers actively searching for solutions  
Align their offering with clearly defined buyer requirements
- Capture demand at the exact moment purchase decisions were forming  
A key part of the solution was also the integration of customer reviews and social proof.

By showcasing real customer feedback directly on the platform, Qnova could:

- Build immediate credibility
- Reduce uncertainty for potential buyers
- Strengthen their positioning compared to competitors

### As Cecilia Hesselgren explains:

*"Having those reviews visible on BusinessWith made a significant difference. Prospects could see real feedback, which helped us build credibility instantly."*

## How It Works in Practice

When companies enter BusinessWith to find a contract management solution, they go through a structured process where their needs are identified and clarified.

Based on this:

- Relevant systems, including Qnova, are recommended  
Buyers are presented with solutions that match their requirements
- Customer reviews and positioning help guide decision-making  
This means Qnova is not just another option in the market, but a relevant and validated choice presented at the right moment.

The result is a more efficient buying journey where prospects arrive informed, aligned, and ready to engage.

## The Results: Higher Quality Leads and Stronger Conversion

The partnership with BusinessWith delivered clear and measurable outcomes for Qnova.

1. Significant increase in high-quality leads  
Qnova experienced a strong uplift in inbound leads, with a much better fit to their ideal customer profile.
2. Improved conversion rates  
Because leads were more relevant and informed, the conversion from prospect to customer improved noticeably.
3. Stronger and more reliable sales pipeline  
The consistent flow of well-matched prospects contributed to a healthier and more predictable pipeline.
4. Faster sales cycles driven by trust  
The presence of customer reviews helped prospects make decisions more quickly, reducing friction in the sales process.
5. Clear return on investment  
The impact translated directly into business results and revenue growth.  
As Cecilia summarizes:  
"We've seen a clear ROI from this collaboration. The leads coming through BusinessWith are exactly what we need, engaged, informed, and ready to take the next step. It's been a game-changer for our business."
6. Data-driven optimization and continuous improvement  
Through BusinessWith's insights and analytics, Qnova gained a deeper understanding of their audience and campaign performance, enabling them to refine their messaging and improve results over time.

## A Scalable Approach to Growth

For Qnova, BusinessWith has become more than a visibility channel. It is now a structured and scalable way to reach the right audience, build trust, and convert demand into revenue.

By combining intent-driven exposure, strong credibility signals, and actionable insights, Qnova has strengthened its market position and created a more efficient path from interest to closed deal.



"BusinessWith consistently delivers the kind of leads we actually want, relevant, engaged, and ready to buy. It's had a direct impact on both our pipeline and our growth."



**Cecilia Hesselgren**  
Sales Manger



**Abdalla Mohamed**  
CMO BusinessWith

