Success with mobly

Kyle Heisner

VP / Go-To-Market & Sales
Ibex Labs + Labra

Ibexlabs Labra
by Ibexlabs

Ibexlabs and Labra are sister companies at the forefront of cloud solutions. Ibexlabs is a one-stop shop for modern cloud architecture and advanced cloud solutions with 100+ AWS certifications. Labra is the cloud commerce leader for ISVs, channel partners, and cloud hyperscalers, with a comprehensive suite of eCommerce tools to integrate the entire B2B cloud commerce spectrum.

Quick Stats

Reduced lead capture to Hubspot sequence from **two weeks** to → **two mins**

+200% Event ROI

5 closed won deals originated with a Mobly scan in **5 months**

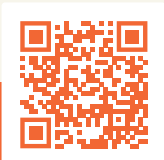Saw ROI within **ONE MONTH** of using Mobly

Reduced average deal cycle from **four months** to → **two weeks**

$175k New Revenue

5x " **Within one month of purchasing Mobly, it paid for itself five times over.**

Contact Us

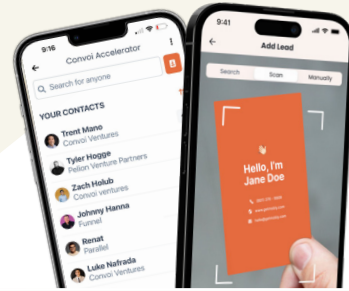**Email:** hello@getmobly.com   **Text:** 801.376.9909   **Visit Our Website** →

Dude, Where's My Scanner?

Before Mobly, we needed to learn a new badge scanner for every event. And when someone needed to scan a badge, they had to track down the shared scanner! Now, everyone at Ibex / Labra has Mobly on their phone. No more playing where's the scanner!

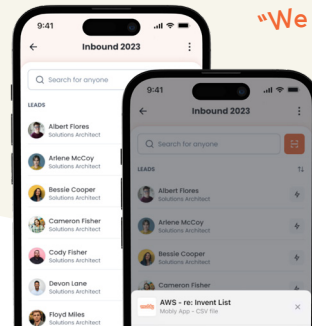*"Other badge scanners collect leads, but you still have to upload a spreadsheet to your CRM."*

Get Your Hot Leads Here!

We used to wait two weeks to receive the lead list after an event. By then, the leads had cooled off. And sometimes, the leads were incomplete or contained "burner" contact info. Now, I can scan a lead at the lunch table, and the next day, the contact receives an email to book a follow-up conversation.

Before Mobly, our hot leads would get cold before hitting our CRM.

No Leads Left Behind.

Previously, a sales rep would have a great conversation with a prospect, take a photo of their badge, and three weeks later, they'd enter the lead into the CRM (or sometimes not at all)! With Mobly's automation, we don't miss out on any opportunities.

"We literally paid for Mobly in one event."

One Tool to Rule Them All.

Between Salesforce, Hubspot, and event scanners, it's enough to make a sales rep's head spin. Now, Mobly is their scanner, address book, and messaging tool—all in one.

With Mobly, there are no lost opportunities—no dependencies on people to do things. It's all automated.

Get Your Hands off My Leads!

At most events, all vendors get the same lead list. That creates a lot of noise for us with leads outside of our ICP. With Mobly, we only focus on leads that are likely to convert—and we don't have to share them with our competitors.

"Using Mobly is a no-brainer for me."