

Get Closer to Your Customers. Get in. Venntive



Background

The customer is a leading strategic provider of supply management solutions whose products enable companies to identify and realize sustained value across the supply management life. Its suite of enterprise applications allows companies to interact with their suppliers for product sourcing, price negotiation, contract management. The company also offers extensive consulting services and in-depth spend analysis.

Challenge

Despite having tens of thousands of contacts in its database, the company was unable to leverage their data due its cumbersome legacy contact management system. The tool that had been inherited through an acquisition provided only limited access and visibility to the data. "It was difficult for anyone outside of our IT organization to use the system and so for the most part it sat idle. Even when the system was able to be accessed, the data was inconsistent and unreliable."

With undiscovered opportunities trapped

within their own system and with an increasing need for online marketing programs, the search to find a better solution became a top priority. The challenge was to find an affordable end to end solution that would incorporate a user friendly CRM system with a powerful and expandable sales force automation tool.

Solution

Coming on the recommendation of well-respected direct response analyst, Venntive was the answer. Its capabilities seemed to be endless. It did everything the company was looking for and at price point that was almost suspect. Venntive seemed to be the best kept secret in the industry. One of its initial tests was in an effort to breathe life into the company's failing webinar program. They decided to use the new found tool to promote its latest event. Shortly thereafter the company rolled out a series of online initiatives aimed at enhancing and expanding their presence in the marketplace and providing a substantial lift and traction to its lead generation programs.



Results

- Lead production increased by almost 400% within one year
- Also after one year, 74% of email campaign driven leads added into sales pipeline
- Within 10 months average webinar registration increased from 62 to 264 More than doubling of average response rate
- The ability to identify “Hot Prospects” via the systems criteria matching Data captured and driven directly into the database from multiple response mechanisms
- The ability to deliver real time reporting and analysis which increased overall effectiveness

Customer Feedback

“Bringing on Venntive was one of the best investments we could have made. The results we were able to achieve so quickly in the first year are the proof.”

About Venntive

Venntive is a powerful suite of marketing, sales, social media management, and collaboration tools that provide businesses and individuals with everything they need to build their brands online. No third-party plug-ins necessary. Venntive is the most comprehensive business solution on the market.

Enable your marketing and sales. Learn more at: www.venntive.com, call +1.415.324.5825 or Email: sales@venntive.com