

# CASE STUDY

## RISKCONNECT

Industry: Risk Management Technology

The page features a white background with large, abstract geometric shapes. A large orange triangle points from the bottom right towards the top left. A smaller grey triangle is positioned in the bottom left corner, partially overlapping the orange triangle.

## A small business stays on top of its rapid growth with ActiveConversion

An innovator in risk management, Riskonnect Inc. produces software solutions that help business leaders make forward-looking decisions based on comprehensive, real-time information. Yet, like many small companies, Riskonnect didn't have the right mix of tools to make its own informed, timely sales and marketing decisions.

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## The Problem

With business ramping up quickly, Kelly Barton, VP of Marketing, needed to improve Riskconnect's ability to execute, measure and automate its marketing programs. The company had no processes in place to monitor leads on its website or follow them through the sales cycle – what it did have was “**manual and inefficient,**” according to Barton. “**We couldn't see the ROI from each marketing initiative.**” In addition to needing a solution that would provide that visibility, she had to have something that would seamlessly integrate with Riskconnect's Salesforce.com account.

Barton compared a few products before choosing ActiveConversion. However, she found they were cumbersome, expensive or offered only partial solutions. Critical to her decision was the free trial period – it confirmed that ActiveConversion met their objectives and could be easily implemented. “**We needed to get off the ground quickly to match the rapid pace of our company.**”

## THE ACTIVECONVERSION SOLUTION



After an implementation that “**took very little time or effort,**” Riskconnect immediately began using ActiveConversion – integrating it with Vertical Response to drive aggressive e-mail and webinar campaigns.

## Customized Lead Score Criteria

Now, the sales and marketing team relies on ActiveConversion to score leads based on their own criteria and route them to their Salesforce.com account. The team is also able to monitor website traffic in real time and see which campaigns are yielding the most qualified leads, shifting marketing dollars accordingly.

While Riskonnect's marketing measurement activities have increased **tenfold**, the team's time spent on that measurement has decreased by approximately 60%. No longer are they expending significant time running reports and interpreting the data. The dashboard consolidates lead and performance intelligence into one easy-touse interface they can view any time.

ActiveConversion has proven to be the solution Riskonnect needed to drive its growth in a way that's as sophisticated as its own technology. "We now have an effective process for tracking our marketing efforts," Barton affirms. "We've increased our leads hundreds of times because of this combination of efforts and tools to capture, track and close the loop."

## About ActiveConversion

ActiveConversion is the leader in total marketing measurement, lead management and demand generation systems for companies with fewer than 1000 employees. They make it easy to see which marketing initiatives are paying off, and introduce you to sales-ready leads.

ActiveConversion delivers service through a low monthly subscription, on a hosted solution that has 99.5% uptime, and which has been security certified by KPMG and Salesforce.com. This platform has proven scalability and requires no IT support or servers.

For more information call 1-877-872-2ROI (toll-free U.S. and Canada). Email and other info can be found on the contact page. ActiveConversion was founded in 2004 and is a private company.