

CASE STUDY

EVANS CONSOLES

Industry: Manufacturing Facilities

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Evans Consoles Tunes Its Web Site to Track Traffic & Target Leads

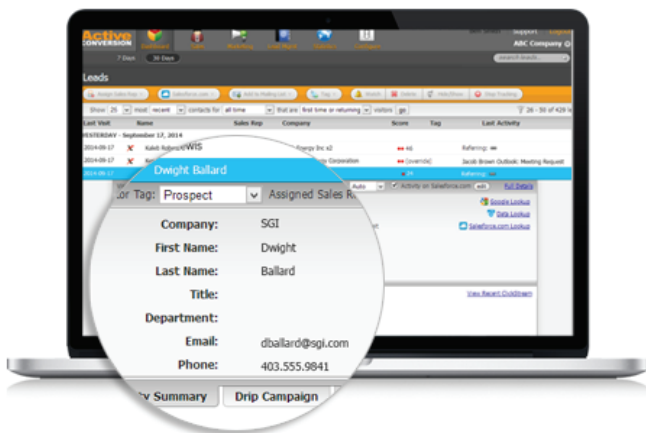
Calgary-based Evans Consoles Corporation is a world leader in the design and manufacture of custom control rooms. The company, which specializes in custom consoles, millwork, and audio-visual enclosure solutions for technology intensive environments is serving clients like AT&T, FedEx, and HP.



The Problem

Expanding marketing activities with a tight budget and limited resources is a common challenge for a lot of companies in today's economic climate. For Evans Consoles Corporation, this was even more difficult because the company had no way of measuring the effectiveness of its current efforts. The company was looking for a way to grow their lead list and also tracking which of its marketing efforts were generating results.

THE ACTIVECONVERSION SOLUTION



The company partnered with ActiveConversion in September 2006. With ActiveConversion, Evans was able to monitor the traffic visiting its corporate Web site. ActiveConversion's technology allowed the company to track leads generated through the site and also distinguish qualified leads and distribute them to its sales force.

In addition, ActiveConversion gave Evans better knowledge of their organic search engine results, helping to better identify who specifically was visiting the Web site right down to the contact info for the company. If prospects already been active on the site, sales managers were instructed to increase contact activity.

The improved lead management process has allowed the company's sales team to operate much more efficiently, according to Wilco Oudijk, business development manager at Evans Consoles, "If the lead score is high enough, our sales managers are notified and the appropriate sales person (or agent) follows up."

In addition, Oudijk says that Evans can now better track the effectiveness of the company's overall marketing efforts.

Tracking Effectiveness

Because most of Evans' marketing efforts are centered online, search engine optimization/search engine marketing, email campaigns/email product launch campaigns to market test interest, and online advertising were key areas of the company's measurement.

"We have clear visibility into what marketing is working for lead gen and have an automated process to prioritize and respond to leads, while our sales and marketing teams are still lean. Of the lead flow we're getting, we can make fast, intelligent decisions on how to prioritize follow-up."

“ We now generate 70 leads per week ”



Wilco Oudijk,
Business Development Manager at Evans Consoles

With ActiveConversion in place, he added, Evans is producing more qualified leads, and are better able to track and manage the volume of leads generated. In addition, Active Conversion has provided more intelligence and discipline in Evans' marketing, improving prospect return rates to the company Web site, and response rates to email and invites.

Oudijk also pointed out that Evans is now able to better track the ROI of its marketing investments by initiative/campaign, and can now compare directly the impact of each search ad and email, and then allocate more resources to what is working.

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.