

# CASE STUDY

## PRINTERON

Industry: Printing Solutions



## PrinterOn Corporation finds the one-stop online marketing solution it needs

PrinterOn offers cutting-edge technology that enables people to print from their laptops and wireless handheld devices to **any networked printer in the world.**

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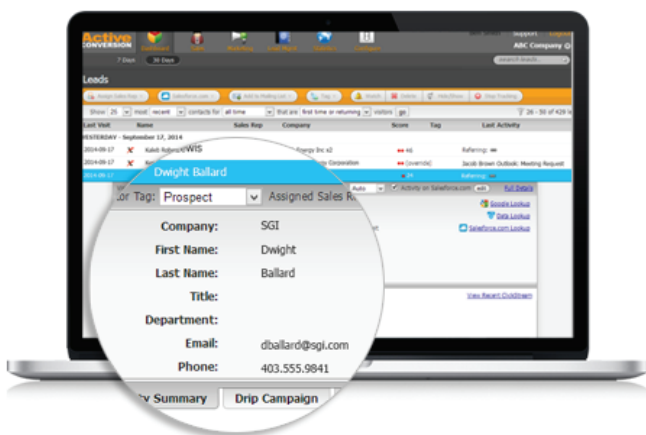


## The Problem

Before PrinterOn Corporation subscribed to ActiveConversion, its sales and marketing team had little insight into who was visiting its web site or clicking through on e-mails. If prospects wanted more information about the company's mobile printing solutions, the onus was on them to fill out a form. As a result, PrinterOn wasn't capitalizing on all the traffic on its site and never mind not knowing which prospects were visiting. And of the visitors it could identify, it had no way of distinguishing the hot from the warm.

So knew it was time for a change. After researching alternatives, Ken Noreikis, PrinterOn's VP of Sales and Marketing, determined that ActiveConversion was a "must have."

## THE ACTIVECONVERSION SOLUTION



Offering several features others don't, ActiveConversion stood out as the "one-stop online marketing solution" PrinterOn needed. Noreikis was impressed with its closed loop online marketing tools – offering everything he needed to manage his web marketing and sales activities in one spot. With automated e-mail drip marketing, the sales and marketing team can set an e-mailing schedule based on timing or customer activity – it's like having their marketing on autopilot.

And with web-hit reporting, at any given moment they can see who's hitting the site, how frequently, and where they're spending their time. They see it all via the dashboard, which integrates real-time sales and marketing analytics into an easy-to-read format. As a result, the team has full visibility into all web site activity, able to assess the quality of leads much more efficiently and make informed, timely decisions. Leads are automatically triaged – high, medium and low – letting salespeople follow up with information that's relevant to each lead, given where it's at in the cycle. They now close more business with fewer individual touches, condensing the overall sales cycle and reducing the cost of sales.

Another key benefit for Noreikis was ActiveConversion's integration partners. Vertical Response, the leading provider of self-service e-mail marketing and direct mail solutions, helps PrinterOn's marketing team plan and execute direct e-mail campaign and track site activity to gauge campaign effectiveness and longevity.

"It provides a great way to measure visitors' interest in our offering and then assign leads appropriately," he notes. And through ActiveConversion's seamless integration with Jigsaw's comprehensive business directory service, the sales team gets direct, up-to-date contact information for those leads, including name, title, e-mail address and phone number.

ActiveConversion has also stood out when it comes to service and implementation. “Our account representative provided excellent service. He responded virtually immediately to all pre- and post-sale questions,” says Noreikis. And it took only two hours for the rep to train staff on its use. “It’s very easy to use,” the VP confirms. For something so simple to use, the return has been significant for PrinterOn. No longer dependent on prospects initiating their own requests, the team now knows who they must focus on, when, and how to create more effective demand generation campaigns. “I would definitely recommend ActiveConversion,” say Noriekis. “It’s the foundation of our toolset.”

## 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.