

# CASE STUDY

## SOLIUM CAPITAL

Industry: Management Software

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 shape.

## Turning Invisible Visitors .... Visible

A global provider of web-based stock plan administration and services, Solium Capital is driven by metrics. With customers such as Eveready, Chrysler and Alcan, Solium already had a strong customer base and relies on salesforce.com (SFDC) to manage its sales force and customers.

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## The Problem

Paul Turner, Director of Sales at Solium Capital, wanted to enhance this industry leader's sales and marketing efforts. Turner needed a solution that would integrate seamlessly with SFDC and provide greater continuity in the cycle from marketing thru inside sales to face to face sales.

## THE ACTIVECONVERSION SOLUTION

Turner chose ActiveConversion for several reasons. In addition to SFDC integration, he liked its ability to integrate with Jigsaw and track prospects at the contact level. "Many alternatives did not allow that," he discovered. ActiveConversion offered the right amount of functionality for Solium at a competitive price. And the fact that it's a web based application, not requiring IT's involvement and complicated installation, was a perk.

Since its quick implementation, the benefits have been many. According to Turner, ActiveConversion has "drastically" affected Solium's ability to score leads and prioritize sales activity. This efficiency has in turn shortened the time to qualify leads. "And shortened lead qualification results in shorter sales cycles," he points out.

Using ActiveConversion's monitoring and reporting capability, the marketing team can now determine which efforts are the most successful and use that information to hone future campaigns.

For instance, they can tell whether a phone call or e-mail was a stronger draw to the site and proceed accordingly. ActiveConversion provides the ability to consolidate marketing's campaign results into one central area. Seeing the effect of multiple campaigns, whether they are web based or traditional marketing programs, provides immediate actionable insight. They learn quickly what works and what doesn't from the information supplied via ActiveConversion, rather than reinventing their marketing programs every time.

The marketing team relies on ActiveConversion's easy-to-use functionality when it comes to assessing and analyzing the information. Monitoring activity daily via the dashboard, the team has an instant snapshot of results anytime they want it. They immediately see who's active on the site and detailed page activity.

“ ActiveConversion turns invisible visitors visible

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Paul Turner,  
Director of Sales at Solium Capital

But it's not only customers that Solium monitors. Because the marketing team sees which competitors visit its site, they can equip the sales team with information to position Solium's offerings accordingly to potential customers. Insight into what the competitors are looking at on the site can provide valuable information to close business with prospects as well as retention of current customers.

A self-professed bleeding-edge adopter — who itself has proven a disruptive force in its industry — Solium Capital depends on ActiveConversion to deliver the crucial information and analytics necessary to stay at the forefront.

## 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.