

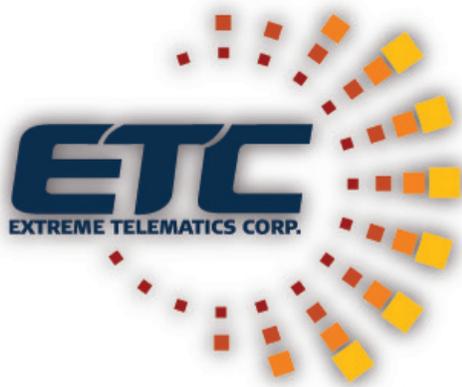
CASE STUDY

EXTREME TELEMATICS CORP.

Industry: Oilfield Electronic Manufacturing

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Extreme Telematics Corp.: Online Lead Generation, Nurturing & Sales Intelligence



Extreme Telematics Corp. (ETC) has developed its business on a dedication to building better control products. Originally founded in 2001 by a group of hardware and software developers, ETC released their first product, a plunger lift controller built to function in the harsh Canadian climate, the following year. ETC's advanced sensors use magnetic chips and microprocessors to detect plungers rather than relying on a simple coil-based electromagnet. This advanced technology reduces false detections of plungers and missed arrivals, which prevents shut downs in production. Today ETC has expanded their product offerings to include plunger lift controllers, sensors, solar panels, chemical injection controllers, and general valve control products.

The Problem

Before being introduced to ActiveConversion, ETC had a good understanding of online marketing, and had done some of their own work in search engine optimization (SEO) and Google AdWords. Though ETC was quite knowledgeable in online marketing, they did not feel they were getting a high enough return on their efforts. An added challenge for their company was that they sold through resellers. With this business model, they did not interact closely with the end users of their products, who were the direct focus of their marketing efforts. ETC felt that they were lacking in results, and valuable sales intelligence that would help them to generate more leads and better engage with their end customers.

ETC realized that the amount of time and effort required to keep up with and adapt to the constantly evolving dynamics of online marketing was substantial, and decided to look into options for assistance. Seeking a company specialized in their industry and highly experienced in online sales and marketing, ETC selected ActiveConversion as their provider. When ActiveConversion began work with ETC in 2014, they were presented with the challenge of developing a system that would improve the results of ETC's online marketing, free up their time, and provide them with valuable intelligence on their end users.

THE ACTIVECONVERSION SOLUTION

ActiveConversion saw that ETC needed an online sales and marketing system that was automated, repeatable and driven by data.

ActiveConversion was able to develop this system for ETC by driving targeted website traffic, generating and nurturing sales leads, and providing in-depth sales intelligence through their software.

Driving Targeted Traffic

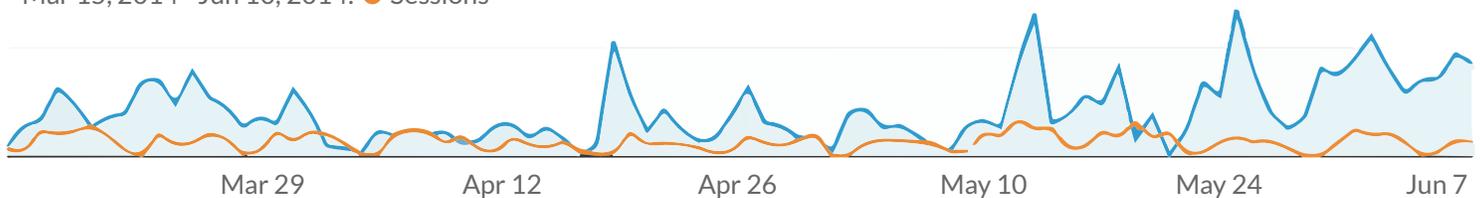
Before beginning work with ActiveConversion, ETC had done some of their own work with SEO and Google AdWords, but were not seeing the results they had hoped for. **“My website was barely reaching the first or second page of organic search results for some of my top keywords and phrases.”** said Jehn Scantlebury, Marketing Manager at ETC.

ActiveConversion had a strong background in search engine optimization and marketing, with a team dedicated to keeping up with the changing online environment and best practices. In order to help ETC to improve their rankings in organic search results and drive more traffic to their website, ActiveConversion optimized ETC’s website to be found easily under searches for targeted keywords and phrases. To compliment these efforts, ActiveConversion also created Google AdWords campaigns for ETC targeted to selected North American and international locations where ETC hoped to expand their customer base.

After ActiveConversion had completed their work in SEO and online advertising, ETC reported a 151% increase in year over year traffic to their website and a 206% increase in unique visitors.

Mar 15, 2015 - Jun 10, 2015: ● Sessions

Mar 15, 2014 - Jun 10, 2014: ● Sessions



Lead Generation & Nurturing

Now that more targeted traffic was being driven to ETC's website, ActiveConversion implemented its sales and marketing software to assist in the process of lead generation and nurturing. When visitors arrived to the website, the software worked to automatically identify which companies the visitors were from, and even what their activity was on the website. ETC used the software to identify new leads and automatically route them to the appropriate sales representatives.

As a manufacturer of oilfield electronics, Extreme Telematics had a large volume of downloadable content on their website including product brochures, manuals, installation guides, and more. By gating this content (requiring information such as contact information in exchange for the content) ETC was able to use the ActiveConversion software not only to identify companies, but to identify individual visitors and their email and company information.

“ The main benefit I experienced was more time to focus on other things that needed my attention, while leads were being automatically generated in the background. ”



Jehn Scantlebury,
Marketing Manager

Once the initial project was complete, ActiveConversion later worked with ETC to implement a process for nurturing newly generated leads through its software. This process worked by automatically placing visitors that filled out a gated form on the website into targeted email nurture campaigns. These campaigns were made up of a series of timed emails, providing information relevant to the gated content that was downloaded. These campaigns worked for ETC to automatically advance newly generated leads further along in the sales cycle.

Sales Intelligence & Targeted Marketing

Extreme Telematics' business model involved selling through value added resellers, and left them with little to no interaction with their end customers. With marketing efforts directly targeted to end customers, this lack of interaction was a substantial barrier for ETC.

Through the implementation of ActiveConversion's software, ETC was able to bridge the gap between their marketing and their end customers by acquiring valuable sales intelligence. ETC was now able to see which information end users were looking at on the website and which content they were downloading. Better still, ETC was able to identify the names and contact information for many end users, and engage with them directly when required. With a stronger understanding of their target market's demographics and interests, ETC was able to refine their marketing efforts with messaging relevant to their end customers. By providing ETC with sales intelligence on their end users and removing a degree of separation, ActiveConversion helped ETC to address a gap in their previous marketing efforts.

Results

ActiveConversion began their work with Extreme Telematics Corp in 2014, and a year later the results are substantial. ETC has seen their year over year website traffic more than double, and now has an automated system in place that works to identify this traffic, nurture prospects, and provide actionable sales intelligence.

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While I can't say that ActiveConversion is entirely responsible, without a doubt it has played a major role in doubling our revenues consistently year over year.

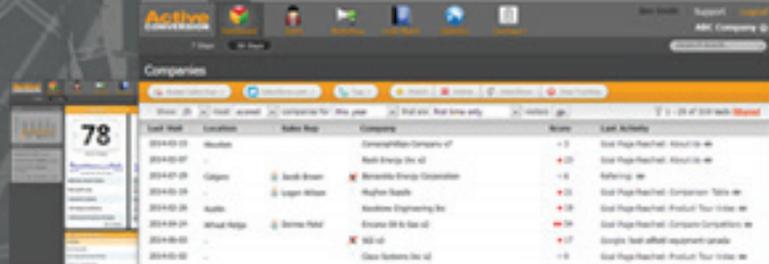
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Jehn Scantlebury,
Marketing Manager



A RESULTS-DRIVEN SALES AND MARKETING SYSTEM

UNIQUELY ENGINEERED
FOR YOUR INDUSTRY



Lead	Location	Sales Rep	Company	Score	Last Activity
2014-01-01	Houston		ConocoPhillips Company of	-10	Sold Page Reached: About Us
2014-01-01			Next Energy (Inc) of	+20	Sold Page Reached: About Us
2014-01-01	Chicago	Scott Brown	Renewable Energy Conversion	-10	Referring: 00
2014-01-01		Logan Wilson	Hyphen Supply	+20	Sold Page Reached: Comparison Table
2014-01-01	Austin		Academy Engineering Inc	+20	Sold Page Reached: Product Tour Video
2014-01-01	Wood Ridge	Shirley Reed	Enroute Oil & Gas of	+20	Sold Page Reached: Company Comparison
2014-01-01			All of	+17	Google: Your oilfield equipment needs
2014-01-01			Case Systems (Inc) of	-10	Sold Page Reached: Product Tour Video

Conclusion

By working closely with Extreme Telematics Corp. and getting to know their business by providing various online marketing services, ActiveConversion was able to develop a sales and marketing system that uniquely addressed their needs. ActiveConversion worked with ETC to develop a repeatable and automated system that drives online traffic, generates and nurtures leads, and provides a means of understanding and engaging with end customers that was previously unavailable.

About ActiveConversion

ActiveConversion specializes in developing repeatable online sales and marketing systems for industrial companies. Our technology-based system employs best practices in online marketing and lead generation, and delivers measurable results to our customers. Since 2004, we have completed more than 500 successful projects to help companies succeed online. For more information, visit activeconversion.com or call 1-877-872-2ROI.