



CASE STUDY

EVANS CONSOLE

Understanding Attribution
& Targeting Industrial Leads

Evans Consoles - Manufacturing Custom Control Rooms

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.



1-877-872-2ROI

The Challenge

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 ActiveIQ Solution

With ActiveIQ, Evans Console was able to monitor, understand and leverage the traffic visiting its corporate website.

ActiveIQ'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, ActiveIQ gave Evans Console better knowledge of their organic search engine results, helping to better identify who specifically was visiting the website right down to the contact info for the the company.

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.

Evans Console was active in an array of online marketing - including: search engines, email campaigns, and online advertising. But, they wanted to know which campaigns were working and where made the most sense to invest additional dollars. Using ActiveIQ, they could get an instant snapshot into attribution from their marketing and see what was generating website visits, clicks, form fills and qualified sales leads.

“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.”



Wilco Oudijk, Business Development
Manager at Evans Consoles

With ActiveIQ in place, Evans is producing more qualified leads, and are better able to track and manage the volume of leads generated. In addition, ActiveIQ has provided more intelligence and discipline in Evans’ marketing, improving prospect return rates to the company website, and response rates to email.

After implementing ActiveIQ, Evans Console is consistently pulling in 70 or more leads of a weekly basis.

70+

Leads generated every week

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About ActiveIQ

ActiveIQ is a sales & marketing solution designed specifically for industrial companies. The world has changed, and so has industrial marketing and sales. Isn't it time you changed with it?

Our revolutionary solution takes online interest from your trade shows, advertising, and marketing and turns it into actionable sales intelligence. Build your sales pipeline, follow the sales cycle, and get notified of the perfect time to close a qualified lead. No more cold calls. No more guesswork.

ActiveIQ has completed more than 900 successful projects helping companies succeed online.

Our expert team works closely with industrial companies every day to understand their business and ensure sales and marketing success.

For more information visit ActiveIQ.com