

CASE STUDY

XI TECHNOLOGIES INC.

Essential Research Tools For The Energy Industry

Understanding ROI Across The Entire Marketing Landscape:

XI Technologies has been creating essential research tools for the Western Canadian energy industry for more than 15 years. They produce a number of web-based applications that require zero IT resources to deploy. XI Technologies' goal is to create data-driven solutions that help Canadian oil and gas clients smooth their workflows, drive productivity, make more informed decisions and achieve maximum ROI.



The Problem

XI Technologies had an effective marketing strategy in which they positioned themselves as thought leaders through consistent and ongoing publishing of articles, white papers, technical events and webinars. While they were achieving success with this strategy, they were still looking for new advertising channels to expand their already healthy marketing mix. One channel they decided to pursue was the media publication EnergyNow. They chose to invest in banner ads and content marketing on the publication's website that would direct people who clicked to a landing page containing gated content. While they were able to convince some leads to share their information, XI Technologies knew they were missing out on identifying the vast majority of their traffic.

In addition to gathering contact details from visitors, XI Technologies wanted to better track the visitor journey during their initial visit and any subsequent visits to the site. Did the visitor click and leave the website right away? Did they stay and explore? Did they request a demonstration? This information would help XI Technologies understand the true value of the clicks they were receiving. Without any ability to track lead activity over an extended period, XI Technologies was unable to provide clear lead attribution to their marketing campaigns.

Since they could not see attribution, XI Technologies also struggled to provide accurate results on campaign ROI. They were limited to reporting statistics on impressions and clicks and had no way to know the quality of the leads being reached or if those leads had ever turned into a sale. This made it difficult to prove the value of specific marketing campaigns to senior executives.

It was also challenging to make sure all inbound leads interacting with the website were being followed up with and handed off to sales promptly. While the marketing team would assign all leads that submitted forms on the site, it would often take a day or two which could mean the difference between a closed deal or a lost opportunity.

The Solution

While working with EnergyNow, XI Technologies learned about ActiveConversion and how it could be used to improve the ROI of their inbound content marketing and online advertising. Using ActiveConversion, they would be able to gather lead information from web visitors, even if they didn't fill out a form on their site. Beyond identification, they would then be able to follow lead activity including return visits and content preferences. They could use this information to follow up with the lead and market to them more effectively.

"The big difference for us is that we are now able to gather lead information from visitors even if they don't convert to download gated content. And we can monitor repeat visits and content preferences in order to tailor our sales follow-up with them," commented Gord Hawker, Director of Marketing at XI Technologies.

WITH ACTIVECONVERSION

90%

of EnergyNow clicks
identified using
ActiveConversion

WITHOUT ACTIVECONVERSION

2%

identified in other
publications without
ActiveConversion

As their leads travel down the sales pipeline, XI Technologies can determine the real value each campaign delivered in terms of sales and revenue. Whether the sale occurs a month later or six months later, the ActiveConversion software allows XI Technologies to explore the buyer's journey from initial contact to the final purchase. This way, they can get a clear understanding of attribution and what different factors impacted the lead's decision.

Determining The True Value Of Marketing

XI Technologies also uses various channels other than publishing on EnergyNow to share their marketing message. These include other media publications, social media, events, webinars and pay-per-click advertising. ActiveConversion's digital marketing experts manage XI Technologies' pay-per-click (PPC) advertising initiatives, which gives the XI Technologies' team more time to focus on what's important to them - closing deals.

The SEO and PPC services are tracked in the ActiveConversion software, this helps XI Technologies to understand exactly what they're getting from the campaigns and whether it's worth continuing to invest in search engine marketing.

Similarly, they're able to see the results of all of their social media campaigns in ActiveConversion; from how many clicks a post received to what actually happened after the click. Whether the lead read the article for two seconds or two minutes, XI Technologies is able to see that and use that information to direct their future marketing plans. Without this tracking capability, they would be left relying on impression and click statistics to drive their analysis of campaigns. However, without knowing who's clicking on your ads and what they're doing post-click, you're only seeing half the picture.

“ With Active Conversion, we are able to gauge much more quickly and accurately exactly how many leads or interactions each advertising campaign and channel is generating.

Gordon Hawker- Director of Marketing
XI Technologies Inc.



Growing With ActiveConversion

The combination of increased marketing efforts by XI Technologies' team and better tracking through ActiveConversion has helped XI Technologies to double their sales pipeline over 6 months. The ability to see which marketing activities are contributing to this growth means that XI Technologies can confidently invest in campaigns knowing exactly what kind of ROI to expect.

Doubled their sales pipeline in 6 months.

By aligning their existing processes to the ActiveConversion software, XI Technologies have been able to dramatically improve their lead generation as they are able to identify and monitor the various leads interacting with their advertisements and website. This allows them to proactively reach out to prospects and nurture them as they travel through the buyer's journey.

Implementing ActiveConversion encouraged XI Technologies to focus and rethink their internal lead tracking and management processes in order to maximize value and ensure prospects were never abandoned with no sales follow-up. They are now experiencing the benefits of that and are confident in their ability to continue to grow over the next few years.

“I think the level of success we've achieved has been influenced by the fact that we decided to embrace the ActiveConversion system and build it into our lead tracking and sales processes,” explained Gord. “It's like anything – the more you put in, the more you'll get out.”

Gord Hawker - Director of Marketing
XI Technologies Inc.

About ActiveConversion

ActiveConversion 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.

ActiveConversion 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 ActiveConversion.com