

CASE STUDY

QUARANTINE RESTRAINTS

Lead Generation & Attribution For Advertisers



Who Is Quarantine Restraints?



Quarantine Restraints is one of North America's most trusted cargo restraint and cargo net providers. They manufacture high-quality interior and exterior freight netting for industrial and commercial use.

Quarantine Restraints' securement products are used in a variety of industries, including emergency response, oil & gas, construction and more. Their extensive product line is developed with the safety of their clients in mind, and they are committed to ongoing innovation to ensure the superiority of their products.



The Problem

Although Quarantine Restraints has a wide range of clients that they serve, they needed a solution that would help them to attract and identify in-market accounts showing purchase intent. While they were able to generate some inbound leads, they knew that they were missing out on other potential buyers conducting anonymous research that would be a perfect fit for their solution.

They had previously tried digital marketing solutions, but Quarantine Restraints was still unable to access the valuable information needed to proactively target intent-based accounts. Instead, they could only target leads who had already raised their hands, meaning they were overlooking substantial revenue opportunities from possible leads at the start of the buyer's journey.

Quarantine Restraints needed a solution like ActiveConversion to help them identify the accounts that were actively engaging with their brand online and showing interest in their offering.

“ It's difficult to convince a lead to self-identify and then follow what they're doing on the website. I couldn't see anyone else offering a solution like this in the B2B world. ”



- Ben Crowe, Founder of
quarantine
restraints.ltd

In the past, Quarantine Restraints had done minimal marketing and was looking for an advertising solution that would give them proven results without having to invest a fortune. The advertising option they'd explored previously created an unpredictable sales pipeline and made it almost impossible to see attribution as prospects travelled down the sales funnel. Fortunately, they discovered the ActiveConversion solution that helps B2B advertisers get 10-15x more leads than a typical Google Ads campaign.

The ActiveConversion Solution

The ActiveConversion team worked closely with Quarantine Restraints to help them develop a plan to generate qualified in-market leads and manage them using an account-based marketing strategy.

Defining an ICP

One of the most important pieces of any advertising or marketing strategy is having a clear picture of who you want to reach, and the easiest way to do that is to define your **ideal customer profile** (ICP). After some discussion, Quarantine Restraints identified their initial ICP as Chiefs, Safety Officers, and Operations Managers in the North American First Response industry - particularly fire and EMS.

Finding the Perfect Publication

After they had determined who they wanted to reach, ActiveConversion could get to work using a partner publication that directly targets that market. For their initial campaign, they chose to advertise in FireRescue1. FireRescue1 and its network of fire sites are part of Lexipol, the nation's leading content, policy and training platform for public safety and local government, enabling first responders and leaders to better protect their communities and reduce risk. Quarantine Restraints advertised in this publication using ActiveConversion's AdCONNECT program that gives B2B advertisers access to advertising in niche, industry publications on a pay-per-lead basis.

A single campaign in FireRescue1 via AdCONNECT generated over 40 qualified sales leads that Ben and his team could follow up with and nurture.

WITH ACTIVECONVERSION

40+

Qualified Sales Leads

Managing & Nurturing **Qualified Leads**

Of course, in the B2B landscape, it's almost unheard of to have leads immediately transition from "attention" to "purchase". This makes it all the more important to have a robust platform to manage and nurture accounts showing interest.

Through AdCONNECT, Quarantine Restraints could instantly see all of the account that had engaged with their ad, including their contact information and engagement scores. They didn't have to wait for a form fill or an email that likely never would have come.

Make better informed decisions and
Get better results from Marketing & Advertising.

Beyond having the contact details, Quarantine Restraints now also has the leads' digital fingerprints, enabling them to monitor any future activity from these contacts. This will help them to understand their sales leads better and identify the ones that are further in the buyer's journey.

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One of the most important features of ActiveConversion is the ability to see contact info when they come back or even when they haven't been to our site before.

Ben Crowe,
Quarantine Restraints

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Attribution: **Knowing What Works**

Quarantine Restraints found peace of mind knowing that they could see direct results and analytics about their campaign, all in one consolidated system. From the campaign's launch, they could immediately monitor engagement with their ad and knew that the right people were seeing it.

“ *ActiveConversion is unlike any other marketing solution for B2B.*

” Ben Crowe,
Quarantine Restraints

The lead scoring and ability to follow ongoing lead activity also provide cleaner visibility into attribution to know their advertising is driving real results.

In addition to knowing the campaign hit the right people, the pay-for-performance pricing structure gave Quarantine Restraints a way to advertise in quality publications without any risk. Instead of paying a hefty sum upfront, they only paid for the leads they received from the campaign - so they were guaranteed ROI from the get-go.

No results? **No cost. It's that simple.**

About Pay for Performance Advertising with AdCONNECT

AdCONNECT translates your ads and sponsored content into actionable sales intelligence for account based marketing. Get insight into the subscribers showing purchase intent and then follow them as they travel down the sales pipeline.

With ActiveConversion's unique cross-domain identity resolution, businesses can see the actions a lead takes on a publisher's website as well as your own, giving you full visibility into purchase intent.

Turn your advertising from brand awareness into a lead generation engine.

Learn more at www.activeconversion.com