



CASE STUDY

EXTREME TELEMATICS CORP.

How ActiveIQ Doubled Revenue For An Oilfield
Electronics Manufacturing Company

About Extreme Telematics Corp.

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.



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The Problem

While the team at ETC had a good understanding of online marketing, they didn't feel they were getting a high enough return for all the effort they were putting in. Beyond the general challenge of marketing in the industrial landscape, an added obstacle for their company was that they sold through resellers. With this business model, they didn't 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 they'd be able to achieve better results if they started working with a third-party to boost their efforts.

THE ACTIVEIQ SOLUTION

ActiveIQ 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.

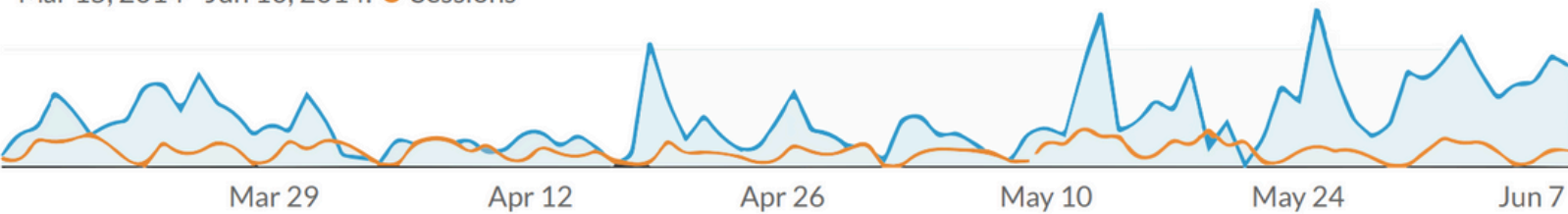
Driving targeted traffic

Before beginning work with ActiveIQ, ETC had done some of their own work with SEO and Google Ads, 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. ActiveIQ 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 ActiveIQ completed its work in SEO and online advertising, ETC reported a 151% increase in year-over-year traffic to its website and a 206% increase in unique visitors.

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

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



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Lead Generation & Nurturing

Now that more targeted traffic was being driven to ETC's website, ActiveIQ implemented its sales and marketing software to assist in the process of lead generation and nurturing. When visitors arrived at the website, the software worked to automatically identify which companies the visitors were from and 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 has a large volume of downloadable content on its 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 ActiveIQ 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, ActiveIQ worked with ETC to implement a process for nurturing newly generated leads through its software. This process worked by automatically placing visitors who engaged 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.

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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 ActiveIQ'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, ActiveIQ helped ETC to address a gap in their previous marketing efforts.

After just one year working with ActiveIQ, 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.

“ 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.

Jehn Scantlebury -Marketing Manager

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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

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