



CASE STUDY

PITBULL ENERGY SERVICES

Combining ABX technology with
marketing services to drive ROI

Pitbull Energy Services - Service Beyond Expectations

Pitbull Energy Services Inc. is a Canadian-based oil and gas services company that provides the following services to operators across Western Canada:

- Pressure & Vacuum
- Tank & Vessel Cleaning
- Fluid Management
- Construction Equipment
- Industrial Cleaning



Operating the fleet is a team of well-trained and highly experienced operators. These operators are supported by a strong leadership team that focuses on professional project management, the safe delivery of service, and ensuring reliable results.

Pitbull Energy Services continually strives to provide the highest quality service in the industry. As the needs of customers evolve, they consistently execute new systems and strategies to meet those needs. Their dependability is ensured by 24/7 Dispatch, Field Level Supervision, Mobile Maintenance Crew, and High Safety Standards.

Most important to their organization is their dedication to safety excellence. Pitbull Energy Services lives a safety culture that ensures each operator is qualified for their role, trained beyond industry standards, and provided with ongoing support.

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The Challenge

Pitbull has been in business for 20 years, and over those two decades, they have worked with some of the industry's largest oil & gas producers. They had historically focused on generating sales via existing relationships and referrals, but after acquiring two new companies, they became interested in building a more robust sales and marketing strategy.

Like many businesses in the energy sector, Pitbull didn't have a dedicated marketing team since they'd historically been fortunate enough to meet their goals through referrals and relationship selling. However, with aggressive revenue and growth targets, they knew they needed to do something to engage with new prospects and drive new business.

Pitbull had also previously not used any digital sales and marketing tools - but their interest was piqued when they learned about all the information they'd been missing out on in relation to who was looking at them online. If companies were actively searching for Pitbull and landing on their website, they were potentially leaving money on the table by not having that visibility.

“ We have always been fortunate enough that the work has come through relationships more than anything. But with the acquisitions, we were interested in building out a much stronger sales strategy.”

Katie McMillan, Business Development
Pitbull Energy Services



The ActiveIQ Platform

Pitbull decided to move forward with implementing the ActiveIQ AI-based account-based marketing & sales (ABM/ABX) platform. Since implementing the platform just over a year ago, they have been able to identify over 1,800 potential prospects on their website - many of whom would have remained invisible without ActiveIQ's digital fingerprinting technology that transforms anonymous web traffic into identifiable leads.

“ Relationships take a long time to build in the industrial sector, so knowing who to chase has been great. For example, being able to see that an oil company was looking at industrial cleaning. What do you need? Who was it? Like it's a whole new world of excitement.”

Katie McMillan, Business Development
Pitbull Energy Services

Pitbull also uses the ActiveIQ software to monitor the efficacy of their marketing campaigns. From email to social media or GoogleAds, they can quickly gain insight into the number of views, clicks, and leads generated and adjust their strategy accordingly. This level of detailed analysis has enabled Pitbull to fine-tune their campaigns, ensuring they are reaching the right audience with the right message at the right time.

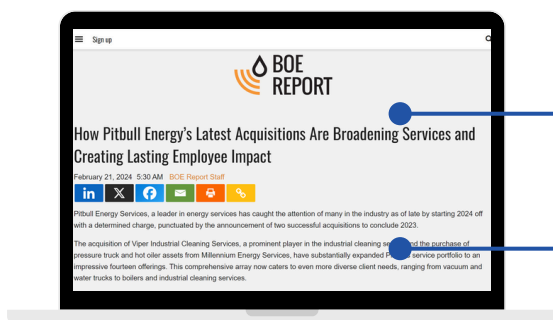
But, gaining visibility into what was working and who specifically was engaging with Pitbull online was just one piece of the puzzle - the other part was finding ways to actively market the company to drive traffic and generate new interest.

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AdCONNECT

One of the most effective ways Pitbull generated new traffic and leads was via ActiveIQ's AdCONNECT offering. AdCONNECT is a digital technology that translates ads and sponsored content in B2B publications into actionable sales intelligence.

To reach their target audience of oil & gas professionals in Alberta, Pitbull decided to place sponsored content in the BOE Report. From just two articles, they garnered over 1,800 clicks and identified more than 500 potential leads.



1,874 Clicks

563 Identified Leads

Once the lead was identified, Pitbull could then use the ActiveIQ platform to see their ongoing activity on their website and marketing - this helped them to find the most engaged leads and reach out to them accordingly.

Managed Marketing Services

While the access to new sales & marketing technology was exceptionally useful for Pitbull, they also needed help executing their strategy. ActiveIQ set them up on a Managed Marketing Services program; this program gave them access to a set number of service hours each month where B2B sales and marketing experts could perform a variety of campaigns and marketing activities ranging from creating social media posts to writing email content or managing leads in the ActiveIQ software.

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Pitbull doesn't have a dedicated marketing employee, and when they considered potentially hiring someone, they quickly realized it may be more effective to enlist the help of an agency as opposed to relying on a single person. "I think it's really hard to go and hire one person who's good at it all," shared Katie, "and if they tell you they're good at it all, they're being naïve."

By working with a company who has a team of experts at their disposal, Pitbull could achieve their marketing goals for less than the cost of hiring a full-time employee.

“ I appreciate the value we've gained from having ActiveIQ helping with social media, advertising in the BOE Report, communication schedules, and now the website...We previously had a bunch of different firms that did a bunch of different things, so being able to just talk with one company who can do it all has been really helpful.”

Katie McMillan, Business Development
Pitbull Energy Services

By combining ActiveIQ's AI-driven platform with a combination of advertising and services, Pitbull was able to see much more value from their software investment. As Pitbull Energy Services continues on their growth trajectory, ActiveIQ is excited to be a part of their sales and marketing tool set and can't wait to see what the future holds for this powerhouse company.

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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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