



LeadBoxer



CASE STUDY

International Data Group



IMPLEMENTATION FOR IDG TO CAPTURE CORPORATE TREND & INTERESTS FOR DASHBOARDING PRODUCT

CLIENT:

International Data Group (IDG)

WEBSITE:

Various titles, including cio.co.uk, cso.nl, cox.nl, and others

REQUIREMENTS

- Track website activity and identify companies based on IP addresses
- Track logins and enrich with Firmographic details
- Track email activity and use clickthroughs to identify and collect behaviour using Copernica API connection
- Automatically upload processed data to FTP server

SOLUTION

Provide the sales team within their CRM with automatically

BACKGROUND

Shell TapUp is a corporate startup owned by the well-known fuel company Royal Dutch Shell which offers mobile pumping solution and services.

The products and services they offer are geared towards organizations with large fleet-sizes with a large volume of fuel usage.

LeadBoxer was contacted by Shell TapUp after they found us through the Pipedrive Marketplace, and wanted to see if LeadBoxer was able to provide them with the insights they were looking for: ability to track all web and email activity and push this to their CRM (Pipedrive)

THE CHALLENGE

Like in most businesses, the Shell tapUp marketing team was responsible for providing the sales team with qualified leads.

Using LinkedIn LeadForms MQL's were captured and nurtured with an email campaign using SharpSpring

However, they were not able to automatically qualify these leads based on web and email behaviour

Secondly, Sales needed to receive the data in their Pipedrive CRM as this was their default sales tool and allow them to create automatic activities to do the follow-ups

“LeadBoxer enabled us to measure the complete web & email journey and use this to send only qualified leads to sales. Including automatic follow up activities inside our CRM ”

Noëll Delfsma,
Marketing manager
Shell Tapup

THE SOLUTION

After analysing the current setup, we implemented the following:

- A customised javascript that captured all the data from the visitor and the details of the forms they were filling in.
- An email tracking pixel inside the nurturing campaign emails to measure email engagement
- Added tracking parameters to the links inside the emails to identify the individual leads on their website
- Pipedrive integration to synchronise all web & email behaviour

As a result, valuable insights based on data were created.

This data was then automatically send to their CRM and added to existing leads or new leads were created automatically, including the activities needed by the sales team to do the proper follow-up.

BUSINESS BENEFITS

Thanks to this new implementation data flow of leads, the marketing team was able to create automatic insights for the sales team to follow up upon.

Benefits included:

- **Time saved**

Completely automated workflow from LinkedIn adds through nurturing campaigns to qualified leads inside pipedrive CRM, means less time was spend on enriching, data-entry and manual qualification.

- **Better Lead Qualification**

Only push leads to the CRM once they are qualified, using lead score based on behaviour and segmentations

- **Complete customer journey**

Providing the sales team with behavioural data about the leads so that they could focus their sales on actual interest and buyer intent.



ABOUT LEADBOXER

LeadBoxer is a Lead & Customer Data Platform headquartered in Europe (The Netherlands). The LeadBoxer software platform is a best in class solution designed to analyze enormous amounts of Big Data derived from multiple online traffic sources.

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