



Leading Electronics Company partners with DemandBlue to target new Leads and increase ROI through Pardot Customization

The client is a diverse group of companies that designs, manufactures, sells and services specialized communications, audio and software solutions for a variety of niche markets.

## Challenge

The company offers cutting-edge and cost-effective video and audio infrastructure solutions for leading industries ranging from restaurants to Television and Radio Broadcast companies and government agencies. The client wanted to expand their market presence and had planned several strategic marketing initiatives to reach their Global audience. The client wanted to implement the following within a very short timeframe -

- Leverage their Pardot tool to drive leads and increase their customer acquisition rates.
- Not only target NEW leads, but the RIGHT leads that would ultimately convert to paying customers
- Capture contact information to keep leads engaged and involved with the client

## Solution

DemandBlue's Advisory team worked closely with the client to fully leverage the capabilities of Pardot to maximize their marketing efficiencies. Based on the client's specific requirements, we identified a number of new channels to target the developer community. We implemented Landing Pages and Lead generations for their E-book marketing promotion that allows the client to seamlessly interact with the prospects to generate qualified leads.

- We customized the Pardot Marketing Automation tool in the client's org.
- The tool was customized to create multiple Landing Pages to capture customer attention, create interest and desire, and thus generate high quality leads.
- Autofill options were enabled to facilitate customer to easily fill out the form and download the E-book in a single click

## Benefits

- **Pardot accelerated the Lead generation results by simplifying the form filling process**
- **The seamless user interaction increased E-book download rates by 35%, which meant 35% more highly convertible leads**
- **The automation process significantly increased their Marketing ROI and resulted in higher customer satisfaction**