DemandBlue partners with a leading electronics manufacturer to power up their marketing ROI and boost their lead conversation through Pardot

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

Challenge

The client wanted to expand their presence and took several strategic marketing initiatives to reach their Global audience. In an aggressive marketing campaign, client was looking to increase the customer acquisition speed by 50% by utilizing marketing automation. Having invested in Pardot as their marketing automation tool, the client wanted to best leverage its features to drive leads and increase their customer acquisition rates.

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 implemented Landing Pages and Lead generation gateways for their E-book marketing promotion. Also, Autofill options were enabled to facilitate the customer to quickly fill out the form and download the E-book on a single click. The dynamic email preferences option was enabled to provide a pleasant customer journey for the prospects. We also implemented Pardot Salesforce integration, which allowed the client to pull leads from Pardot to Salesforce and score them as per their activities.

Benefits

- **Pardot form fillers created a simple and easy process for the prospects and thus generated more leads**

- **User-friendly landing page interaction and simplified download process increased E-book download rates by 35%, which means 35% more highly convertible leads**

- **The automation process, which pulled leads from Pardot to Salesforce along with scoring system, provided enough insights for the Sales team to close more deals faster**

- **The integration, automation, and customization significantly increased their Marketing ROI by increasing their lead conversion percentage by 22%**

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