

## *An extensive overhaul powers next stage growth*

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**A marketing lead management company found new success by transforming their operations, marketing strategies and overhauling its backend infrastructure.**

### **Challenge**

A national marketing lead management company was in search of innovative ways to grow their business. They wanted to achieve a greater online presence where the company hoped to increase revenues. Additionally they wanted to streamline internal processes. There was extensive customer data that was under-utilized.

### **Solution**

A SWOT analysis was performed across the entire business; strategy, user interface, user experience, technology, analytics and marketing. The customer data was analyzed and segmented to uncover the core demographic which allowed for better targeting. An extensive review of backend technology was performed. Their custom software was replaced with a fully integrated cloud based Performance Marketing Attribution Lead Management System and a scalable call centre solution. As new marketing initiatives were introduced both online and offline, subject matter experts and support teams were hired to manage these programs. A very collaborative working team was created who developed, tested, refined and measured all marketing initiatives.

The most impactful contribution was in the area of business analytics. Using data to make decisions about web interfaces/user experience, operational strategies, and marketing plans removed a lot of the guess work about what works and where to focus.

### **Outcome**

In less than a year the organization has quadrupled in both volume and revenues. Conversion rates have more than doubled across all marketing initiatives (traffic sources). Cost Per Acquisition (CPA) has decreased and lead quality has improved with better targeted marketing campaigns. Brand awareness is up substantially as measured by branded search traffic. Backend maintenance costs have decreased. Internal processes have been automated freeing up key stakeholders to spend more time focusing on the business at hand.

By learning how to utilize data analytics and build them into everyday decision making, the company has grown its business and plans to continue the positive momentum.

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