



SUCCESS STORY

Saving Time, and Adding Visibility

OVERVIEW

Founded in 2006, Cradlepoint has grown to become the industry leader in cloud-delivered 4G LTE network solutions for businesses, service providers, and government organizations. Before iCapture, Cradlepoint lacked instant scanning capabilities and a consistent method to measure their performance at trade shows. They also needed a way to calculate ROI.

Cradlepoint entered the partnership with iCapture with two major goals:

1. Cutting down lead follow-up time from weeks to hours
2. Gaining visibility into every event's success to later track ROI



CHALLENGES



Scanning Inconsistency

Cradlepoint lacked instant scanning capabilities and a consistent method to measure their performance.



Delayed Follow-Up

Cradlepoint was losing deals because of delayed contact post-show.



No Proof of ROI

Cradlepoint needed a way to calculate ROI to give their senior leadership physical evidence that they were investing in the right shows and their dollars were well spent.

INDUSTRY

TECHNOLOGY

INTEGRATED SOFTWARE

MARKETO

LOCATION

UNITED STATES

THE RESULTS

SOLUTION

With iCapture, Cradlepoint moved away from rented scanners and business cards. They now capture badges and business cards, along with useful information like product preference, buying timeline, and so forth. Each lead instantly processes and is sent directly into Marketo. Sales Qualified Leads (SQLs) are sorted differently from Marketing Qualified Leads (MQLs) so the sales and marketing teams would not need to sift through the information and separate them manually.

Alongside a better lead retrieval solution, Cradlepoint also wanted a system in place that could clearly spell out ROI and other helpful analytics from each trade show.

Cradlepoint now has the ability to track analytics for each event, such as captures per day or hour, top team members based on scans, most popular products, etc. Through iCapture, Cradlepoint can access analytics as evidence of the positive influx of sales from each trade show. These data points have helped drive investment decisions, which trade shows they attend, and so on.



**7x Faster
Follow Up**



**6500+ Segmented
Leads To Marketo**



**Visibility Of
Event Insights**



**100+ Happy
Reps**

“As I do more and more events, I think about how it used to be when I first started and getting that stack of cards back and trying to put it into an excel spreadsheet, and it’s almost humorous,” says Olsen. “I can’t believe I spent all that time doing that. I’m so glad that’s all behind me.”

Katie Olsen - Event Marketing Specialist