



SUCCESS STORY

The Power of Data and a Strategic Advantage

OVERVIEW

Promethean has reimagined and reinvented educational technology solutions to empower teachers and students globally.

They attend large tech events which feature escape rooms.

Alongside the success of their escape rooms in driving traffic, Promethean also wanted a lead capture system that provided more opportunity for personalization and quality conversations than rented lead scanners.

Promethean entered the partnership with iCapture with three major goals:

1. Consistency
2. Speed Of Lead Follow-Up
3. Visibility and Event Data



CHALLENGES



Delayed Follow-Up

As a result of the inconsistent systems Promethean experience delayed follow-up with their leads captured at events



Lack of Visibility Into Events

In the past, Promethean didn't have a way to differentiate between leads from the escape room versus from the booth.



Inconsistency Across Events

Promethean was having to change systems across events. Their reps were having to relearn how to work them every time .

INDUSTRY

EDUCATION TECHNOLOGY

INTRGRATED SOFTWARE

PARDOT

LOCATION

WORLDWIDE

THE RESULTS

SOLUTION

With iCapture, Promethean can also separate their captured escape room leads from their captured booth leads. While capturing a lead within the booth, they simultaneously capture qualifying data, such as next step. For escape room attendees, they need a faster process, so booth staff simply scan the badge without any qualifying questions. iCapture allows them to customize the lead capture for each situation, something that was missing with previous lead scanning systems.

In addition to consistency and speed, Promethean also gained more visibility into their events through iCapture. “In the past, especially using a third party, we didn’t have a way to differentiate between leads from the escape room versus the booth, or a whole lot of other details,” says Smith. “Our actual lead data is richer now.”

The detailed breakdowns on each show has helped Promethean’s marketing team make data-driven decisions and event investments. This visibility, alongside the other benefits of iCapture’s automation, gives them a strategic advantage.



**Increase
Visibility**



**One Consistent
Process**



**Decreased
Follow-Up Time**

“If you’re ever thinking you need to maximize the money you spend on trade shows, there’s an advantage to using iCapture,” says Smith. “If you’re of a certain size and you aren’t doing it, you probably don’t look as professional. Our scanning and follow-up, how we handle our leads, makes us the leader at these shows.”

Benjamin Smith - VP of Marketing