



SUCCESS STORY

Standardization and Smart Marketing Elevates Event Performance

OVERVIEW

Shure is a leading global manufacturer of headphones and microphone technology with a 94-year history of shaping the audio industry. The Shure team attends around 100+ events across the world each year. As a B2B, B2C, and B2D company, they manage many different audiences at their events. With a variety of channels and regions to track, they needed a more consistent method to capture leads at shows. Previously, they relied on business cards or rented lead scanners to capture leads.

Shure entered the partnership with iCapture with three major goals:

- 1. Eliminate Manual Entry
- 2. Improve Follow-Up Times
- 3. Add Global Integration



CHALLENGES



Manual Entry and Inconsistent Data

When they would gather business cards or receive data directly from the event, Shure didn't receive the specific information they needed for relevant follow-up.



Delayed Follow-Up

There was a delay between when Shure would receive the data from the shows, and when the sales team would follow up.



Lack of Global Standardization

With their global presence, they needed a consistent process that could support multiple languages and enable GDPR compliance.

INDUSTRY

INTRGRATED SOFTWARE

LOCATION

TECHNOLOGY

SALESFORCE

WORLDWIDE

THE RESULTS

SOLUTION

After implementing iCapture, the Shure team no longer had to worry about manual entry and delayed follow up. Now their leads sync straight into Salesforce during capture, enabling their sales team to contact leads immediately after the show.

Shure's sales team also has depth of information to help re-engagement. In the booth, sales associates record qualifying data, such as product interest and buyer type, so they can be more targeted with their follow up post-show.

Another aspect of the custom capture process for Shure is the ability to meet GDPR standards while at trade shows. iCapture helps them seamlessly comply without disrupting the capture process.

For the Shure marketing team, the visibility offered from iCapture has helped them make data-driven decisions.

With faster follow up, relevant reengagement, a consistent platform to unify their teams, standardized data, and powerful visibility, Shure's team has found greater success during events and capitalized on more opportunities post-show.



**Eliminated
Manual Entry**



**Standardize Capture
Process**



**Added Global
Visibility**

“I think iCapture is great for any company that is attending events, but especially if they are looking to standardize the data and get leads into the hands of their sales team in a seamless, quicker way.”

Laura Orth - Customer Success Manager