



SUCCESS STORY

Global Lead Capture Success Through Consistency and Visibility

OVERVIEW

Sirtex Medical, a global healthcare company that specializes in liver cancer treatment, attends a variety of events throughout the world. Previously, they used rented lead scanners and collected business cards for their lead capture. Rather than switching between the show-offered systems, the Sirtex team wanted more consistency from event to event. They also needed a more streamlined and standardized way to capture and follow up with leads.

Sirtex Medical entered the partnership with iCapture with three major goals:

1. Add Consistency Across Events
2. Improve Follow-up Time and Lead Quality
3. Increase Visibility Into Events



CHALLENGES



Lack Of Customization

When using scanners at trade shows, Sirtex experienced that customizing them was very difficult, if not impossible.



Delayed Follow-Up

For Sirtex, their follow-up time depended on how quickly they got the data back from the show.



Inconsistent Processes

The majority of the time, the field reps weren't comfortable using the badge scanners. The reps weren't capturing leads even though Sirtex was spending money on the scanners.

INDUSTRY

HEALTHCARE

INTEGRATED SOFTWARE

PARDOT

LOCATION

WORLDWIDE

THE RESULTS

SOLUTION

After partnering with iCapture, Sirtex eliminated manual entry, which previously delayed their follow-up. Through iCapture's automation, leads sync directly into Pardot for quick re-engagement. The team also has more depth of data for each lead. With their questionnaire, the reps capture valuable data, such as user status, specialties, and discussions in the booth. This gives the team qualifying information so the reps can reengage with relevance post-show. They also send attendees auto emails through iCapture to further track engagement.

Sirtex now has one consistent system across events and teams. This has helped the booth reps capture leads in a simple and comfortable manner. The reps no longer need to worry about changing systems and inconsistent processes.

The final piece of the puzzle for Sirtex is the added visibility into their events. iCapture gives them valuable data, such as total leads collected, lead quality, each lead's journey, booth traffic, event spend, etc. This concrete data enables the team to make more informed decisions when planning future events.



**Faster
Follow Up**



**Automated Lead
Capture**



**Increased
Visibility**

"I have recommended iCapture to others. I am a member of a large exhibitor advisory council, and part of that organization is to share best practices among colleagues and peers. I would definitely recommend it, I do recommend it, and I will continue to recommend it."

Barb Charbonneau- Director of Marketing Communications