



SUCCESS STORY

The Power of One Consistent System

OVERVIEW

Truckstop.com is a leader in transportation technology and freight matching solutions. Before iCapture, they had no set system for capturing and qualifying leads, following up post-show, and measuring performance. As a result, they were losing out on countless deals and had no clear data justification for attending shows.

Truckstop.com entered the partnership with iCapture with four major goals:

1. Double The Amount Of Leads Captured
2. Increase Lead Quality
3. Cut Follow-Up Time
4. Create A Consistent System



CHALLENGES



Scanning Inconsistency

They had no set system for capturing and qualifying leads.



Delayed Follow-Up

Truckstop.com was losing deals because of delayed contact post-show



No Proof of ROI

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

INDUSTRY

INTEGRATED SOFTWARE

LOCATION

TRANSPORTATION

SALESFORCE & PARDOT

UNITED STATES

THE RESULTS

SOLUTION

After implementing iCapture, Truckstop.com could access analytics for each show they attended, clearly outlining the success of each event. With iCapture, the number and quality of leads collected per event jumped by over 50%. At the past three GATS events, they have more than doubled their lead capture total. Plus, the speed of lead contacting post-show moved from weeks to hours.

Now they have clear evidence of each show's effectiveness and a cohesive system to track all their leads.

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**Reduced
Follow-Up
Time**



**Increase Lead
Quality By Over
50%**



**Increase Lead
Quantity By Over
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Jamie Boyer - Director of Marketing Services