

# SUCCESS STORY

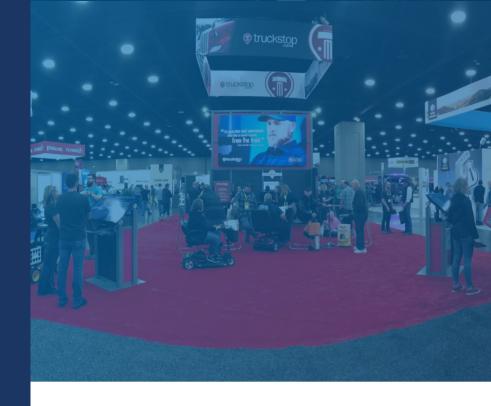
The Power of One Consistent System

### **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

TRANSPORTATION

## INTEGRATED SOFTWARE SALESFORCE & PARDOT

LOCATION UNITED STATES



### **SOLUTION**

RESULTS

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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Jamie Boyer - Director of Marketing Services