

CASE STUDY



Americold: atEvent Goes Above and Beyond Lead Capture

When the marketing team at Americold set out to find a simple event lead scanner to streamline their lead capture process, they didn't know that there was a mobile solution on the market that did it all, from scan to nurture. Then, they stumbled on atEvent.

THANKS TO ATEVENT'S ROBUST LEAD AUTOMATION SOLUTION, AMERICOLD WAS ABLE TO:

- Go from a manual lead capture process to an automated one
- Automate their marketing workflows in HubSpot
- Determine which events to attend based on past ROI



EVENT CHALLENGES

NO VISIBILITY INTO EVENT PROSPECTS

Americold's sales team relied on business cards from events--only entering information into their CRM if a lead was deemed viable—leaving managers with no visibility into which prospects were dismissed and why.

STRUGGLES WITH TIMELY, RELEVANT FOLLOW-UP

Because transcribing leads took time, follow-up sometimes took days or weeks. When sales got a chance to follow up with an event lead, they didn't have access to the interaction context that would make their conversation effective.



THE ATEVENT TRANSFORMATION

“It’s really done a good job of making us an innovative organization on the way we handle leads.”

Daniel Cooke, Senior Director of Marketing

HAPPIER, MORE PRODUCTIVE SALESPEOPLE

The Americold sales team loves the simple design of the mobile app, which allows them to spend less time transcribing business cards, and more time making contacts.

IMPROVED SALES WORKFLOWS

After they’re scanned into atEvent, prospects are automatically moved into the appropriate nurture stream for follow-up--along with the details and context of their interactions, for personalized follow-up.

SMARTER DECISIONS THROUGH EVENT INTELLIGENCE

Americold can now decide whether to invest or pull back from certain events based on cost-per-lead data, thanks to ROI insights in the atEvent web platform.



HOW ATEVENT WORKS

atEvent captures the event lead information that matters to your business, and automatically syncs it with your marketing automation and CRM systems, so you can turn event contacts into contracts today.

