

column5

COMPANY

Column5 is a consulting firm that helps businesses reinvent how they plan and manage their business. With objectives ranging from automation to transformation, Column5 leverages Enterprise Performance Management as well as other technologies to establish more effective management processes.

PROBLEM / BUSINESS NEED

Column5 had no visibility as to when customers and prospects were actively looking for new services, and what specific products/services they were interested in while on their website. Prospects were visiting the Column5 website, but since they were never identified, they were never contacted by a Column5 sales representative, and in some cases, purchased a competitor's service.

SOLUTION

Column5 used VisiStat's LeadCaster solution featuring Live Leads, to track real-time information on website visitors and their behavior. This information includes location, name of company (whenever possible), how they arrived at the website, and what they are looking for based on page view and click path behavior. It even links to specific contact names and information for that company through an integration with Jigsaw/Salesforce.com.

RESULTS

The LeadCaster solution provided Column5's sales and marketing teams with deep visibility into customer and prospect behavior and specific product/service interests. This enables the sales team to reach out to prospects in real-time, and/or follow up later with specific insights as to what that customer is looking for based on their behavior, providing a significant advantage over the competition. The VisiStat solution also enabled Column5's marketing team to better target marketing and advertising campaigns by refining messaging to reflect visitor behaviors (product research and inquiries, etc.) and by tracking campaign respondents as they returned to the website.

"Leveraging the easy to use insights we gain from VisiStat, we were able to compete in and win more deals. The small investment we made in VisiStat more than paid for itself after the first month of use!"

David Den Boer, CEO - Column5