Case Study

VisiStat®

IHRDC

COMPANY

IHRDC is a worldwide leader in training and competency development for the Oil and Gas industry. With over 40 years in the industry, IHRDC serves major oil and gas companies across the globe.

PROBLEM / BUSINESS NEED

IHRDC wanted to better leverage the information captured within their website to gain valuable insights into their visitors and their behavior (who they are, what they are looking for, etc). In addition, the company wanted to better measure their online marketing campaign performance from click thru all the way to conversion. IHRDC previously used **Google Analytics** for their website tracking, but wanted deeper functionality from a solution that was easier to use, and presented information in a way that was easier to understand.

SOLUTION

IHRDC deployed VisiStat's LeadCaster solution to track real-time information on website visitors and their behavior. LeadCaster identifies each visitor by company name, location, lead source (campaign, organic search, etc.) and more. LeadCaster also provides detailed click path reporting, which enabled IHRDC to determine what products and services their visitors were looking for on their website, enabling highly personalized engagement from well-informed salespeople. LeadCaster also provides key contact information for many companies via an integration with Jigsaw, Salesforce.com's corporate contact database.

RESULTS

With the information provided by LeadCaster, IHRDC was able to take specific measures to increase sales opportunities by identifying and engaging their online visitors, and turning them into leads. VisiStat's detailed click path capabilities also helped IHRDC determine traffic flows across their three main business units, as well as a second consumer-facing website, while improve marketing effectiveness by tracking visitors from e-mail and pay-per-click campaigns.

"Generating leads is all about identifying, in real-time, when a person or company engages our website. VisiStat's LeadCaster solution provides customer intelligence that enables us to better understand exactly who is engaging us, when they are on our site, and where they are spending their time."

Tim Donohue, Vice President, e-Learning Solutions - IHRDC