



Case Study: IntelliResponse Systems Inc.

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Mike Hennessy | VP Marketing & VP Sales, Higher Education
Intelliresponse Systems Inc.



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Intelliresponse is a customer-focused technology company, which allows organizations to quickly address their customers' questions across multiple web channels.

Headquarters: Toronto, ON

Industry: Technology

Founded: 2000

Website: www.intelliresponse.com

Goals:

- Integrate sales and marketing technologies
- Facilitate demand generation and marketing automation initiatives

Results

- Gained a 360 degree view of their sales pipeline
- Maximized marketing and demand generation budgets
- Acheived company's best year in terms of revenue

Challenge

7 years after being founded, IntelliResponse was having a difficult time integrating their current customer relationship management (CRM) system, Salesforce.com, with their web marketing technology. As a growing internet technology company, Intelliresponse needed a robust, fresh web presence to compete, and they needed to expand their web presence and reach beyond its current scope to help their company evolve. They needed a solution that contained web content management and marketing automation, and integrated seamlessly with their primary sales technology.

Solution

IntelliResponse chose to work with Marqui to effectively implement Marqui's Web Marketing Complete solution for its CMS and marketing automation, CRM integration and email campaign capabilities. Now Intelliresponse is able to align their sales and marketing technologies, update their website's content, send out email campaigns with real-time analytics, create landing pages, nurture leads and automate their web marketing with one, single-vendor solution.

Benefit

While using Marqui, IntelliResponse optimized their demand generation initiatives, cut their marketing technology costs, and streamlined their web marketing processes. After re-launching their website in 2009 with the help of Marqui, IntelliResponse has been able to gain a 360 degree view of their pipeline, and has significantly impacted their marketing ROI. This year has been IntelliResponse's best year in terms of revenue. Their marketing department contributed 50% of their net new revenue for the year while using Marqui as their primary marketing technology.