

SalesFUSION Case Study — Canvas Systems increases marketing efficiency

The Situation

Prior to implementing SalesFUSION360, Canvas' marketing department struggled with the complexity and user-friendliness of a large marketing automation solution. Simple changes in workflow were resulting in additional consulting fees from the vendor, further frustrating the marketing team. Integration with Dynamics CRM was difficult to maintain.

In addition to a wide array of monthly email communications, Canvas executes regular monthly webinars that drive multi-step nurture email campaigns with follow up email blasts based on customer/prospect subscription preferences. In addition to this, Canvas Systems actively uses their website as a lead generating tool. They wanted to improve how the website captures leads. Canvas Systems wanted to explore solutions that could adapt to their changing needs quickly and looked for a vendor that provided hands-on support at no additional cost.

Lastly, Canvas wanted to improve the integration between marketing and sales processes. The existing solution did not integrate to their Microsoft Dynamics CRM effectively.

The Solution

Canvas selected SalesFUSION360 and it's out of the box integration with Microsoft Dynamics to manage all of their inbound and outbound campaigns. SalesFUSION has been the platform for integrating all marketing and sales activity through the deep and worry-free integration provided to Microsoft Dynamics CRM. SalesFUSION also solved the ongoing support and consulting costs issues experienced by Canvas from their previous vendor.

Laura Stockman Marketing Director— Canvas: *"SalesFusion always has a great response time and is helpful in so many ways. If I have a problem I send an email and get a reply within 5 minutes. They provide so many great resources as well to help you learn the program and get business done easier"*.



Founded in 1998, Canvas Systems is a leading, global IT lifecycle management company that is based in Norcross, Georgia with offices in the United Kingdom and Netherlands. Canvas specializes in providing clients with fast and affordable green IT services, integration and financial solutions, third-party maintenance, disaster recovery and business continuity planning, and asset management programs.

Canvas Uses SalesFUSION for...

- Email Marketing
- Landing Pages, Forms, Surveys
- Web Analytics and Website visit tracking
- Multi-channel campaigns
- Nurture Marketing
- Integrate marketing with Dynamics 4.0 Premise

Tangible benefits from using SalesFUSION

- Reduced costs
- Eliminated costs to maintain marketing system | integration to Dynamics CRM
- Dramatically improved customer service
- More effectively track web lead activity on website
- Increased email campaign volume to over 35 campaigns per month
- Sales has visibility into campaign activity at the lead and contact entity levels
- Increased lead conversion due to web tracking solution (web forensics)

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