

# SalesFUSION Case Study — LexJet Prints money with SalesFUSION

## The Situation

Prior to implementing SalesFUSION360, LexJet struggled with integrating their marketing and sales efforts and could not push marketing data from campaigns, in the form of email marketing data from iContact. These inherent restrictions to a third-party email tool were limiting the amount and type of campaigns LexJet was able to execute.

**LexJet** is an innovative company who firmly believed in the value of marketing to sales integration and, in particular, nurturing prospects through the early stages of the sales cycle.

With over 50 inside sales representatives, LexJet wanted to become more process-oriented in identifying the prospects who were most qualified for an initial phone call. They were effective at gathering new lead information but had difficulty in getting more detailed lead information into the hands of the sales team at the right time.

## The Solution

LexJet selected SalesFUSION 360 and its deep integration to Dynamics CRM to support their marketing & demand generation initiatives. LexJet leverages the powerful and inherent nurture marketing capabilities to deliver campaigns more efficiently and effectively. Additionally, they support a 4500-location account with national and local campaigns driven through the SalesFUSION marketing platform. They now have real-time lead intelligence delivered to the desktop of every salesperson on their team which helps focus their time and selling energy on near-term, high-value prospects.

**Pete Petersen, CIO – LexJet:** *“With SalesFUSION we have been able to identify over 750 people inside our database interested in a new solution that can expand their businesses. This allowed our sales team to identify key accounts in the database to focus on so that we can engage in the sales process faster. We are able to create a lead generation form in minutes and have that information flow through to CRM; no developers needed. Also, we are now able to identify which leads show the most interest by using scoring profiles. From that, we can follow up and build our pipeline faster.”*

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## About LexJet

LexJet markets and sells professional-grade, wide-format inkjet printing equipment and supplies that have helped more than 20,000 small printing, imaging, and sign businesses adapt to changing markets and develop new sources of revenues.

LexJet provides business owners with the knowledge and products they need to convert digital images into new forms of visual merchandising, out-of-home advertising, and custom décor. LexJet products are used to create dozens of products, including: trade-show graphics; point-of-purchase, retail, and event signage; museum exhibits; fine-art reproductions and photo prints on canvas; custom wall covering; murals; and other products.

## LexJet Uses SalesFUSION for:

- Email Marketing
- Lead Capture forms
- Web Analytics and Website visit tracking
- White Paper campaigns
- Nurture Marketing
- Integrate marketing with Dynamics 4.0 Premise

## Tangible benefits from using SalesFUSION

- Reduced costs of campaign production
- Deliver vital and timely lead intelligence to sales
- Build pipeline faster
- Reduce time to roll out campaigns from days/weeks to hours/minutes
- Increased lead conversion due to web tracking solution (web forensics)

SalesFUSION™