

Avascent Case Study

How Avascent Was Able to Enhance Their Website and Discover New Leads using KickFire's Lead Generation Solutions



KickFire Forms increased our form conversions and were easy to implement into our WordPress website. We can now effectively identify potential customers and capture their contact information, making it easy to push new leads into Salesforce CRM and quickly add them to marketing mailing lists. We utilize the real-time alert and love seeing when leads return to our website.

In addition, KickFire's customer service is excellent. Their support team immediately drills down into any customer questions, addresses it, and then after solving the issue, recommends best practices for the future. It's a pleasure working with KickFire."

Christine Vargas, Marketing Manager

Customer Profile

Avascent is the leading independent strategy and management consulting firm serving clients in government-driven industries.

avascent.com



CHALLENGE

Avascent serves a niche market and so having insight to their invisible pipeline was important. They wanted the ability to reach the right audience and identify companies who had an interest in their consulting services. Avascent found other analytic tools lacked the ability to identify leads coming to their website, and the user-friendly interface and customer service they desired.

SOLUTION

With KickFire's easy-to-navigate platform, Avascent gained valuable insight into their invisible pipeline. Avascent now uses LIVE Leads™, in conjunction with forms tracking, to identify and capture contact information for influencers and decision-makers coming to their website, see what they are interested in, and if they return. KickFire helped Avascent improve their website's findability and see what content potential customers viewed on their site, allowing them to publish more of the right content. By using KickFire's suite of helpful tools, Avascent has seen results in its targeted lead nurturing.

KickFire also provides Avascent with the high level of customer service they desired. They found every member of the KickFire Support team to be knowledgeable in how to use the product. If they experienced any difficulties, the Support team was able to immediately troubleshoot and recommend tools and best practices to make the product easier to use.

