

## CPLANE NETWORKS® Case Study

### How CPLANE NETWORKS Gained Valuable Insight into Their Website Using KickFire



*KickFire is like having the light switch flipped on. Suddenly you can see all types of things you didn't realize were happening on your website. It's helped move our company to a much more productive marketing and sales model."*

Robert Keahey, CPLANE NETWORKS

#### Customer Profile

CPLANE NETWORKS® is a leader in end-to-end data center and wide area network service orchestration that enables software-defined networking (SDN) and network function virtualization (NFV) services to be launched and managed in a single environment.

[cplanenetworks.com](http://cplanenetworks.com)

#### CHALLENGE

CPLANE NETWORKS was looking to improve their sales and marketing processes to help increase productivity and lead generation from their website. As a small startup, they knew lead generation was critical, but more important was lead qualification. Having limited sales resources, it was vital that their team be able to concentrate their efforts on the highest quality leads. Although CPLANE NETWORKS had Google Analytics® in place, they felt they were still flying blind with respect to the impact of their digital marketing efforts and the leads they were driving to their site.

#### SOLUTION

CPLANE NETWORKS chose KickFire because they were able to provide the leads they needed and the marketing data to make their team more effective. CPLANE NETWORKS uses LIVE Leads™ to identify leads that are visiting their website in real-time. LIVE Leads' valuable company information has helped them organize and manage their pipeline more effectively, and has significantly shortened the time to find an entry point into a targeted prospect. CPLANE NETWORKS' sales team is now able to focus on the right leads, at the right time, and open up conversations with the right people – all because of LIVE Leads.

CPLANE NETWORKS also heavily relies upon KickFire's form and conversion tracking to help them dial in the messaging for their marketing campaigns and generate more conversions. Conversion tracking has given them the ability to correlate the actions visitors are taking on their website with the campaign that drove them here, which is assisting the marketing team in refining their strategy. Meanwhile, CPLANE NETWORKS was able to replace all of their online forms with KickFire forms, which has led to a steady rise in the number of conversions they generated over the last three months.



**CPLANE NETWORKS**