

Brittenford Sees 100% ROI after First Campaign

» Brittenford Systems Success Story

BRITTENFORD SYSTEMS

Company Profile

Brittenford Systems provides a full range of software and services supporting Microsoft technology solutions.

Challenge

Brittenford needed to expand their marketing efforts, but purchased lists were inaccurate and expensive. In addition, while Internet Research provided a vastly better resource, it was not sustainable or cost effective without automation.

Broadlook's Solution

ProfilerX
Eclipse
Contact Capture

Results

Brittenford expanded their leads from 2 to over 10 thousand while vastly improving their quality. The solution significantly decreased Brittenford's lead costs while providing massive scalability.

Company Background:

Since being founded in 1997, Brittenford Systems has had one mission - to help organizations harness the power of Microsoft technology. Their software-based solutions include systems for accounting, budgeting and forecasting, reporting, customer relationship management, and business intelligence. Brittenford's focus has propelled them to be ranked in the Top 100 providers of accounting systems and in the top 1% of Microsoft's partner channel.

Challenge

Brittenford found that in order to sustain and grow their business, they needed to expand their marketing efforts. They had purchased lists in the past, but had found them to be very constricting and expensive. List quality from reputable sources was only 60 – 70 % accurate, and many of the targeted lists were costing them between \$2 to \$4 per contact name.

Brittenford decided to tap into Internet sources such as corporate websites, newsgroups, and press releases so they could improve the quality of their information. They hired two resources to tap these real-time sources, and quickly found that while the quality was vastly better, without automation it was not a sustainable or cost effective alternative.

Solution:

Brittenford Systems needed a solution that could leverage the sources of quality, up-to-date information in a scalable and cost effective manner. The ultimate solution needed to offer the ability to target, segment and provide accurate contact information while reducing research and validation time. Brittenford turned to Broadlook to provide the right solution because of their knowledge, best practices, and technology. For Brittenford, Broadlook recommended a solution including ProfilerX, Eclipse and Contact Capture.

Results:

When asked to describe the impact of the Broadlook Suite on his business, CEO Michael Mahoney had this to say, ***"Before Broadlook, we were paying over \$2/lead for inaccurate information that we could only use once. Now we have rich, highly accurate information on multiple points of contact that we can use and update any time we want. Imagine going from having a few thousand poor quality leads to having over 10,000 solid leads. That is the impact that Broadlook has had on our business."***

Not only has the company seen a major change in the quantity and quality of their leads, but they have seen a major impact on their marketing efforts. ***"We use to have two people on staff doing manual research and validation. With the Broadlook Suite, we can get information we could only dream of before, and do it 100 times faster. It has not only massively strengthened our marketing reach and effectiveness; it has become a competitive advantage for us."***

When asked to put the impact of Broadlook in financial terms, Mr. Mahoney had this to say, ***"The products literally paid for themselves in the first campaign. If you have a sales or marketing oriented organization, you can not afford not to have Broadlook. It is indispensable."***