



# Case Study

## Specialist IT Distributor

“ We needed to be able to accurately measure our marketing ROI, and with Prospectvision we were able to do this while building up a much clearer picture of who our customers are, and what they are interested in.”

Marketing Manager

### The Scenario

This UK based company, known as one of the world's largest value added IT distributors, with revenues of over €1.2bn in Europe and \$3.2bn world-wide, had a growing need to more accurately measure ROI on its marketing activities, and build more intelligence on its customer base. So it looked for a solution that provided more insight than standard web stats could deliver.

### The Solution

Needing more insight than just how many visitors and when, the distributor used Prospectvision's unique behavioural inference engine to provide the 'who and why' information it was looking for. Turning otherwise anonymous website visitors into identifiable organisations.

This ability to identify who was responding to marketing communications and using the site, and then correlate this against the customer database, the distributor was able to gain a unique insight into what direct influence its marketing activities were having on customer buying behaviour.





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## The results

The key motivator for the distributor was the ability to more accurately calculate the ROI of its marketing activities. By being able to identify who was visiting and using their site they could directly measure the strength of response, the relevance of the content the respondent was looking at and then correlate this with changes in buying behaviour.

This unique insight gave the distributor the ability to ascertain the long term value of the services it was providing to its resellers and use this information to revise content, change strategies and develop stronger partner relationships.

## About Prospectvision

Prospectvision was formed in early 2007 in response to a growing realisation that understanding who was visiting your website and what they were interested in could provide a powerful lead generation service for sales and marketing managers alike.

Prospectvision's unique Behavioural Inference Engine (BIE) identifies the anonymous visitors and turns them into actionable, qualified sales leads. Since the launch to market, Prospectvision has rapidly established itself as a results-driven organisation with a strong track record and a growing list of customers.