

Interbrand

RESULTS:

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Saved over \$61,000 annually on creative resource hours
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Increased the Marketing Campaign deliverables by 54%
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Improved Cycle Time for Marketing Campaigns by 80%
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Improved Open Rates by 40%

CUSTOMER TESTIMONIAL:

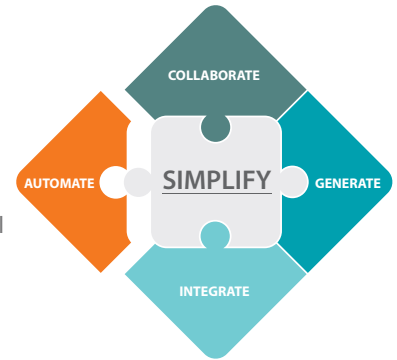
"Interbrand's business is dependent on our ability to manage our own brand effectively, across all touchpoints, in all market dynamics. We must be able to communicate in a timely manner, and with a cohesive brand image, across our 40 global offices. SalesFUSION is a valuable tool that is paying for itself; the results are measurable and undeniable."

- Andrea Sullivan, Chief Marketing Officer, Interbrand North America

Interbrand

Success Story: Building Their Own Brand with Saleslogix and SalesFUSION

Founded in 1974, Interbrand is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. For more information on Interbrand, visit interbrand.com.



CHALLENGES

Interbrand needed to find a marketing automation tool to drive consistent and measurable communication efforts across its global network. Previously, Interbrand had used a tool that required its graphic designers to create custom templates each time communications needed to be sent. While Interbrand needed a tool that enabled it to increase the frequency of its communications, it also required a tool that would help it to decrease the amount of time it took to produce such communications. Interbrand also wanted to be able to thoroughly analyze the impact, or ROI, of its communication efforts. Finally, Interbrand wanted a tool that enabled it to manage subscriptions and email preferences without manual intervention.

SOLUTION

- Replace the current e-marketing tool with SalesFUSION Marketing Automation
- Take advantage of the integration of Saleslogix with SalesFUSION Marketing Automation

PROFILE

SalesFUSION is the #1 platform for improving how companies attract, engage and close new customers. Sales and marketing professionals worldwide use SalesFUSION to optimize the lead to revenue life cycle, by adding efficiency, scalability and predictability to each step in the process. Through innovation and unparalleled service, SalesFUSION is revolutionizing the way that businesses acquire new revenue.



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