



"We were very ineffective collecting leads from trade shows. Trade shows are busy, and when you get back, if you don't have all the information captured well, then it's hard to follow up on the leads. iCapture helps us sort which leads are hotter to follow up on first . . . It makes our life easier . . . I would recommend iCapture to anybody who is going to a trade show because it works for us."



Donna Keener,
Business Development &
Customer Success Manager
Engineering Innovation

A Success Story:

Automating and Qualifying Opportunities with



Engineering Innovation, Inc. (Eii), experts in postal and parcel automation design, attend several events a year. They needed a more consistent, automated system for capturing leads at events. iCapture helped them develop the following key areas:



**Eliminate
Manual Entry
and
Automate
Lead Capture**



**Sort Leads
as Hot or Cold
During Capture**



**Reduce Lead
Follow-Up
Time**

Implementation

Engineering Innovation Inc. (Eii), experts in postal and parcel automation design, develops solutions that work for any size fulfillment, returns, mailing, and shipping operation.

As part of their marketing efforts, Eii attends several events a year, and they needed a consistent method of capturing leads. They primarily collected business cards at these events, but the sales reps struggled with differentiating between leads and remembering conversations in the booth. This slowed their lead follow-up and post-show marketing efforts.



Results & ROI

Since partnering with iCapture, Eii has seen **more value from their trade shows**, especially larger events, where they can **capture greater amounts of leads**. With iCapture's automation, **scanned leads go straight to their CRM and sales reps**, completely eliminating manual entry. When Eii receives heavy booth traffic at their larger events, like the National Postal Forum, iCapture helps sort targeted and unrelated traffic. **Eii's sales reps "love iCapture" because it sends them the hottest leads right away.** As a result, the Eii team has **reduced their post-show follow-up time and closed more deals in the process.**