

**Promega**

# How Promega Ditched Paper Forms *and Doubled Event Leads.*

Akkroo was acquired by Integrate in April 2019. This case study was originally produced in partnership with Promega before this date.  
[Click here to view the press release](#)

Promega is a world leader in providing innovative solutions and technical support to life scientists. Their products are used by scientists asking fundamental questions about biological processes, as well as by scientists who are applying scientific knowledge to diagnose and treat diseases, discover new therapeutics, and use genetics and DNA testing for human identification.

With over 100 events throughout the year, Promega UK's traditional method of collecting leads on paper was being tested to breaking point. Combined with hard-to-read handwriting and missing information, this was affecting their ability to capture new leads and to take action on contacts post-event.

It was time to consider options and they knew a solution that integrated with their own CRM and marketing systems would be greatly beneficial to their business. They thought their only option was to commission an expensive custom software solution that would be a long term maintenance burden and cost-sink, when they opportunely discovered Integrate Events.

*"Then we came across Integrate Events - it did exactly what we needed, the forms were customisable and we could view all of our leads in one place"*

**HILARY LATHAM**

Head of Marketing Services, Promega

## KEY HIGHLIGHTS

- **+42% more leads**
- **No leads lost due to poor data and illegible handwriting**
- **99% increase in data accuracy**
- **Complete paperless operation at all events, increasing effectiveness and ROI**

## THE PROBLEM

### Poor quality data was preventing lead capture and follow up

Hilary Latham, Head of Marketing Services at Promega, had a challenge when it came to lead capture at events: "Collecting leads wasn't the problem; the quality of the data after the event was the issue. Illegible handwriting and incorrect email addresses rendered some forms unusable."

Due to the number of leads collected at events, there was also the challenge of accurately tracking how many forms had been completed, by whom and on what days. "We didn't have an overall summary of contacts for anyone to see or control" says Hilary. "With so many events throughout the year, this was a key problem to address in order to generate business and track return on investment."

## THE SOLUTION

Hilary and her team knew that their current method of lead capture needed replacing and began their search. "Initially we thought about a custom iPad solution, but it was too expensive," says Hilary. "Then we came across Integrate Events - it did exactly what we needed, the forms were customisable and we could view all of our leads in one place". This represented a big step forward in the way they collected customer leads.

## THE RESULTS

### Promega now responds to their customer requests, with their important data in one place

Implementation of Integrate Events was easy. "We have two team members here who each took control of one of our two types of events and made it their own really," explains Hilary. "They enjoyed setting it up and implementing it with the sales teams".

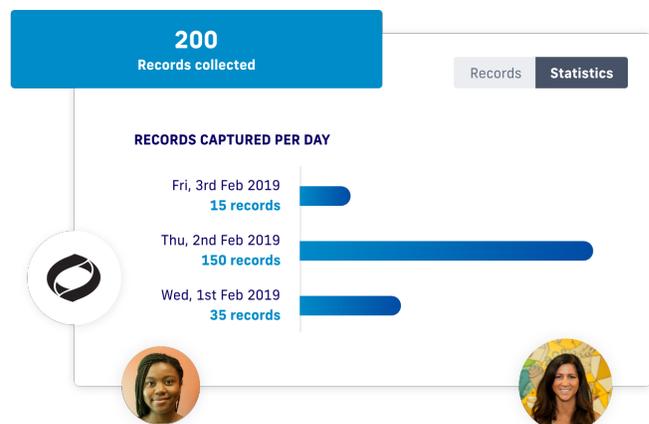
The marketing team have found accessing their data post-event just as easy. Leads collected are made available on the dashboard, meaning the team back at base can take action straight away and respond promptly to customer requests, such as product samples.

Thanks to the easy-to-use form builder and speed in which forms can be filled out at events, Promega UK have also significantly increased the number of leads they capture too, all with accurate data.

*99% accurate data collection at every event, big or small, and put all of our data in one place.*

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Head of Marketing Services, Promega



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Integrate provides demand orchestration software that automates top-of-funnel demand-marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue contributions. Visit [www.integrate.com](http://www.integrate.com) to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.