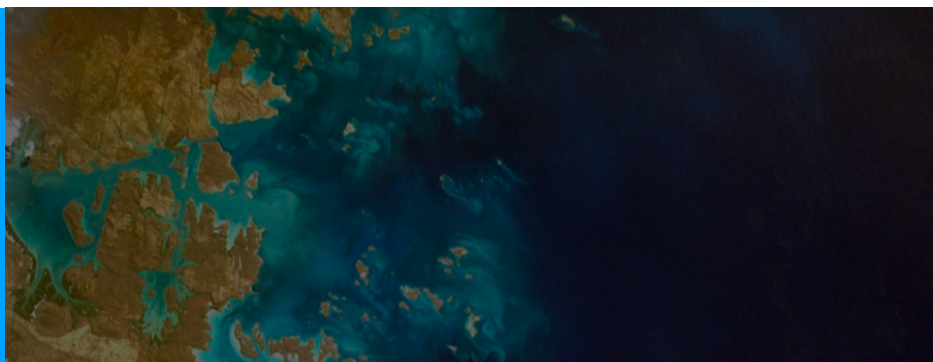




**LeadBoxer**

CASE STUDY

# Oil Industry Company



## LEADBOXER IMPLEMENTATION FOR LARGE OIL INDUSTRY COMPANY TO TRACK COMPLETE BUYER JOURNEY AND PUSH BEHAVIOUR TO CRM

### CLIENT:

One of the largest Oil Industry companies in the world

### REQUIREMENTS

- Track website activity and identify companies based on IP addresses
- Track form submissions and enrich with Firmographic details
- Track email activity from nurturing campaigns sent through SharpSpring
- Push web and email activity to Pipedrive CRM

### SOLUTION

Provide the Sales Team with automatically qualified Leads directly in their CRM, based on website & email behaviour and their profile information.

### BACKGROUND

This customer is a corporate startup owned by a well-known fuel /Oil company which offers mobile pumping solution and services.

The products and services they offer are geared towards organizations with large fleet-sizes and a large volume of fuel usage.

LeadBoxer was contacted by This customer after they found us through the Pipedrive Marketplace, and wanted to see if LeadBoxer was able to provide them with the insights they were looking for: ability to track all web and email activity and push this to their CRM (Pipedrive)

### THE CHALLENGE

Like in most businesses, the their Marketing Team was responsible for providing the sales team with qualified leads.

Using LinkedIn LeadForms MQL's were captured and nurtured with an email campaign using SharpSpring

They were not able, however, to automatically qualify these leads based on web and email behaviour.

Secondly, Sales needed to receive the data in their Pipedrive CRM as this was their default sales tool and allow them to create automatic follow-up activities.

**“LeadBoxer enabled us to measure the complete web & email journey and use this to send only qualified leads to Sales. Including automatic follow up activities inside our CRM ”**

Marketing manager,  
Large oil Industry  
company

## THE SOLUTION

After analysing the current setup, we implemented the following:

- A customised javascript that captured all the data from the visitor and the details of the forms they were filling in.
- An email tracking pixel inside the nurturing campaign emails to measure email engagement
- Added tracking parameters to the links inside the emails to identify the individual leads on their website
- Pipedrive integration to synchronise all web & email behaviour

As a result, valuable insights based on data were created.

This data was then automatically sent to their CRM and added to existing leads, OR new leads were automatically created, including the activities needed by the sales team to conduct proper follow-up.

## BUSINESS BENEFITS

Thanks to this new implementation data flow of leads, the Marketing Team were able to create automatic insights for the Sales Team to follow up on.

Benefits included:

- **Time saved**

Completely automated workflow from LinkedIn adds through nurturing campaigns to qualified leads inside pipedrive CRM, means less time was spent on enriching, data-entry, and manual qualification.

- **Better Lead Qualification**

Only push leads to the CRM once they are qualified, using lead score based on behaviour and segmentations

- **Complete customer journey**

Providing the Sales Team with behavioural data about the leads so they can focus their sales on actual interest and buyer intent.



**LeadBoxer**

[www.leadboxer.com](http://www.leadboxer.com)

## ABOUT LEADBOXER

LeadBoxer is a Lead & Customer Data Platform headquartered in Europe (The Netherlands). The LeadBoxer software platform is a best in class solution designed to analyze enormous amounts of Big Data derived from multiple online traffic sources.

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