

Client:

Hypori

Industry:

IT/Software

Headquarters:

United States

Project:

Pardot and Salesforce Implementation with Website Integration

Implementing Pardot for a growing VMI company

Challenge

With growing demand for their unique product in the global market, Hypori needed to ensure their marketing processes were robust enough to support their intended growth. Because of a lack of integration, their website wasn't helping them enough to drive business with the right pace. Hypori wanted to utilize their digital presence to drive sales by synchronizing marketing and sales data in real time, and ensure the look and feel aligned with their branding.

Platform

The platforms which would help Hypori achieve their goals would be:

- Salesforce Sales Cloud
- Pardot

Solution

Our design experts created all the necessary Pardot forms in alignment with Hypori's website branding, then integrated the forms into the website, synchronizing the data seamlessly throughout their website, Salesforce and Pardot.

Results

Because of this implementation, Hypori can easily track the visitor conversions from different marketing channels including their website. Direct access to the marketing data in real time has helped the sales team to communicate with prospects as per their engagement behavior and activities. Lead routing has been automated amongst the sales team, while qualified leads and customer engagement have increased.