



Customer Success Story

A Leading Food and Aero Technology Solution Providers Drives **Marketing Influenced Revenue** with **PARDOT**

About the Client

Client is a leading global technology solutions provider to high-value segments of the food processing and air transportation industries

Solution

PARDOT IMPLEMENTATION empowers client to automate their marketing campaigns and facilitates wheeling up faster by nurturing prospects with well timed updates of products and services in the food and aero industry across the breadth of the markets they serve.

Benefits

- ✓ Improved click-through rates by 34%, and conversion rates by 20%
- ✓ Delivered an average quarterly positive surprise of 18% in their Aerotech segment.
- ✓ Increased customers' profitability with higher levels of engagement.
- ✓ 30% reduction in sales cycle length in both food and aero tech industry.

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