

# Case Study



## Nu Flow

*Integrated analytics prove marketing ROI*

### Nu Flow

www.nuflowtech.com



### Challenges

- Separate CRM and marketing automation systems
- Lack of effective marketing analytics and reports
- Difficulty proving ROI of marketing initiatives

### Solution

- Integrating ClickDimensions with existing Microsoft Dynamics CRM
- Identifying interested leads through lead scoring
- Linking emails, web visits, page views and form captures to Microsoft CRM campaign records

### Benefits

- Significant increase in qualified leads
- Targeted email campaigns that get results
- Detailed analytics for each marketing campaign proves ROI to company leadership

Nu Flow is a worldwide in-place pipe rehabilitation company with more than 300 licensees around the globe. Nu Flow manufactures and installs innovative green technologies to rehabilitate the inner infrastructure of deteriorated or failing water piping systems. Nu Flow offers total inside infrastructure solutions for all types of properties and is the world leader for total inside infrastructure solutions for small diameter mechanical pipe systems.

### Make Sure Every Dollar Spent is Well Spent

When Amanda Strouse, Nu Flow's marketing coordinator, was searching for a solution to the company's marketing automation needs, return on investment was at the front of her mind. "I wanted to make sure that I would be able to prove ROI to my boss," Strouse says. "That's something that's really important to the company. We want to make sure that every dollar spent is well spent."

Nu Flow's previous marketing automation software was not integrated with their Microsoft Dynamics CRM, which led to inconsistent analytics and difficult reporting. "I would have to upload different marketing lists," Strouse reflects, "and it didn't give me all of the different analytics reports that I really wanted."

Nu Flow desired a marketing automation system that could seamlessly integrate with their existing CRM, improve the quality of their leads, and provide the metrics needed to determine the ROI of each campaign.

### Measuring Success

Since marketing analytics are important to Nu Flow, the company began utilizing ClickDimensions lead scoring right from the start. Using the lead score, Nu Flow's sales team can easily quantify a lead's level of interest and quickly determine which leads to pursue. "I use the lead scoring feature by collecting different leads and contacts that have a high enough score and put them in a marketing list," Strouse explains. "These are the people who are the most interested in our services, and I'll send them specifically targeted emails."

And insight gained through ClickDimensions helps Nu Flow take their marketing efforts to the next level. "Now I can do things that I didn't even know that I was able to do before," says Strouse. "I can send out an email, and I can look at what every single person did to that email – what they clicked on, if they went to our site, and what pages they clicked on."



***“As soon as I saw the demo of ClickDimensions, it went right to the number one spot. The other software didn’t look anything like this, and this is exactly what I was looking for.”***

Amanda Strouse  
Marketing Coordinator  
Nu Flow

ClickDimensions tracks every visitor on Nu Flow’s web site, attempts to discover the company/organization from which they are visiting, and reports this information on their marketing dashboard. When the visitor becomes identified, by completing a form or clicking on a link in a marketing email, all his or her past anonymous browsing activity is available on their CRM record with their identified browsing behavior. ClickDimensions’ Profile screen gives Nu Flow a complete view of the Lead or Contact including their web browsing details, lead score, email interaction, social networking information and web site form completion data.

Since all of the marketing data is stored within Microsoft CRM, Nu Flow is able to run a wide variety of reports to help them make more strategic marketing decisions. “Using the analytics data that ClickDimensions gives me on every email sent, I’ve been able to figure out which links people do click on and which links people ignore, so I know which links to continue to put in our emails,” says Strouse.

## All Software Should Work This Way

After just a few months, Nu Flow was already seeing the return on their investment in ClickDimensions, which means success for Strouse and the marketing department. “My bosses, who are the CEO and the COO of the company, have definitely noticed an improvement in the increase of leads,” she says.

“There seriously hasn’t been any problem with ClickDimensions. Every staff member that I’ve talked to with the company has been incredibly friendly and helpful,” says Strouse. “I can’t find one thing about the software that I don’t love.”



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