

# CASE STUDY



## COMPANY

Dycem

## URL

dycem.com

## MAIN LOCATION

Bristol

## BUSINESS SECTOR

Contamination control  
solutions

## RELATIONSHIP STARTED

December 2014

“By directly helping us to identify sales leads CANDDi has already paid for itself!”

Laura Wild, Dycem

### ► ABOUT DYCEM

Dycem provides contamination control solutions to international clients in the pharmaceutical and healthcare sectors. Their technology, which focuses around contamination control flooring, is also used in datarooms and other sensitive environments.

The company has been providing solutions since 1966 and currently works with a number of NHS hospitals, as well as global brands such as Philips, Continental and GlaxoSmithKline.

### ► BACKGROUND

CANDDi is the first marketing automation service Dycem have utilised. The company were already using Google Analytics but were looking for software that would allow them to both identify leads from their website traffic while also aiding the development of their marketing strategy.

Dycem were also seeking a platform that could be



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easily adapted to suit their needs and decided to use CANDDi after being impressed by the support offered and the bespoke nature of the product.

## ► CANDDI FOR DYCEM

Dycem are now able to use CANDDi as a way of identifying fresh leads for their sales team. Dycem track both visitors to the website as well as those downloading online brochures, giving the team a clear indication of when a user becomes a prospect. Using CANDDi tracking, the company can also discover which products the prospects are interested in, allowing for a specific and targeted approach to potential clients. The flexible nature of the CANDDi platform has also seen Dycem develop a number of different streams, giving the team a breakdown of visitors by geographical location and time spent on the site.

The company are also using the software to improve their email communications. By discovering interests in particular services from certain sectors and geographical locations, Dycem are able to create individual e-communication campaigns targeting different segments of their database.

Insights gained from CANDDi have also played a central role in the development of the Dycem website. This has included the creation of translated SEO pages after tracking interest in individual sectors from specific countries.

## ► THE BENEFITS

New sales were very quickly attributed to CANDDi's ability to identify potential leads and Dycem marketing executive Laura Wild says the product has already paid for itself.

"From the offset there was a noticeable difference. Using CANDDi allows us to give the sales team a heads up not just on who's been on the site but also what they're interested in and what products they're looking at.

"Rather than doing a cold call and offering all products you can be more specific. If you know they're interested in a certain product you can be more prepared and contact them with that information already to hand."

[Laura Wild, Dycem](#)

The use of CANDDi has also resulted in increased engagement with Dycem's marketing communications, in particular their email campaigns.

"By using a more tailored approach to our email communications we've seen a noticeable reduction in the number of people opting out of our database. We also use CANDDi tracking in all of our emails and we've seen a big increase in the numbers clicking-through to our site and engaging with our content.

"If there's ever a problem with the software it is always rectified that day and the CANDDi team are very helpful when it comes to adapting the platform to suit our needs. They are all clearly devoted to the business and very passionate about what they do. It's brilliant!"

[Laura Wild, Dycem](#)

Dycem continues to provide contamination control solutions to a wide range of international clients in both the public and private sectors.

