

Case Study



Sector: SaaS Software
Product: CANDDi Prospect Analytics
Custom Widgets and Reports

Carrier Pigeon is the email marketing solution from Incutio, “A Growth Engine Company.” Carrier Pigeon lets customers create, deliver and manage email campaigns via a simple user interface or API. There is no hardware to wrestle with, dedicated help & support, superior deliverability, and features designed to help customers succeed at email marketing.

The Challenge

With companies seeking the best platform for their email marketing, Carrier Pigeon’s website attracts Visitors from all over the world, and from a wide variety of organisations. Amongst these visitors is a small number of extremely high value prospects, typically from larger corporates in the US and UK. Identifying these prospects, engaging them, and being able to track that engagement was the challenge for Carrier Pigeon’s Sales Manager, Matt Shooman.

“As a Growth Engine company we operate in a very lean manner and that means my time needs to be focused on what’s important,” said Shooman.

Selecting CANDDi

CANDDi originally approached Carrier Pigeon’s parent company, Incutio. After initial demonstrations with some of Incutio’s SalesOnRails eCommerce customers, Incutio Chief Executive Andy Piggott suggested CANDDi might be valuable for Carrier Pigeon too.

“We’d seen the richness of data that CANDDi could collect and present on a consumer-facing website, and it was clear that the same data could add great value in a B2B context,” said Piggott.

The Solution

CANDDi Core was added to Carrier Pigeon’s public and customer web pages, enabling complete tracking of the user journey, from first visit to on-going usage of the platform. CANDDi configured custom Lead Scoring incorporating location data, and Custom Reports to give easy access to lists of high-value prospects.

The Result

Using CANDDi, Carrier Pigeon could immediately begin to segment out the hot prospects from the Visitors to the site, automatically filtering named key prospects into the Prospects Stream and creating Custom Streams to highlight those from larger companies who had reached key pages such as 'Pricing'.

"CANDDi gives me real-time information about the prospects I should be focusing my time on in order to maximise value for the business," said Shooman.

CANDDi doesn't require anyone to log in and analyse the data once streams have been created: simple email alerts give the relevant people actionable information every time something important happens. Sales teams can also use the software to automatically track when prospects they are in email contact with go onto the website to do more research.

"CANDDi works great alongside our email campaign, allowing me to track the response from one-on-one emails as well as our mass market campaigns. The real-time alerts mean I don't need to log in to see what's happening: if it's important, CANDDi tells me," Shooman added.

The Carrier Pigeon team are now looking at ways that they can automate Interventions with Prospects on their site using CANDDi's range of additional modules. For example, using CANDDi Questions to determine visitor's buying intentions and capability, or CANDDi Email to automate follow-ups for those who register but don't use the system within a given period.

"CANDDi is building a highly flexible toolkit for one-to-one marketing online, and the ability to quickly build personalised Interventions in the buying process is very compelling," concluded Piggott.

Further Information

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