



CASE STUDY

DRYAIR MANUFACTURING

Improving Efficiencies In Large Sales
Teams & Driving Targeted Website Traffic

Dryair: Modular Heating Systems Manufacturer

As a manufacturer of modular heating systems, DryAir sells its systems across the United States. Founded in 1994, DryAir began to research and design potential hydronic heating and cooling applications. Today they manufacture systems for a wide range of industries, including concrete curing, ground thawing, grain drying, as well as oil & gas applications, and have a staff serving all major US and Canadian markets.



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The Challenge

As a business serving all major US markets, the DryAir team is spread across a large geographical area. DryAir recognized the need for an efficient system to ensure all team members had access to the most recent information, sales materials, and product updates. As well, since DryAir manufactures products for different industries, they wanted to find new ways to connect with their target audiences, and efficiently track and manage the leads they generated as a result.

The ActiveIQ Solution

ActiveIQ helped Dryair in three key areas. First, ActiveIQ implemented our account-based sales and marketing technology to help the DryAir sales team identify, track, and manage the leads generated from their website. Second, ActiveIQ built a centralized staff information dashboard into the DryAir website. With a simple login, team members from across North America can access and download the latest sales, product, and marketing materials at the click of a button. Finally, ActiveIQ developed a professional website and optimized it for search engines to ensure that it was easy for potential customers to find.



ABM/ABX
Software

Centralized
Dashboard

Optimized
Website

Improving Efficiency with Marketing Technology

A key to success in this project was the implementation of ActiveIQ software with the new Dryair website. Using the software, the Dryair team can track visitors to their website and identify the ones who are ready to buy.

In the first year, the ActiveIQ software identified 250 leads visiting the Dryair website that were interested in buying.

250

Leads & Prospects

Centralized Staff Information Dashboard

In addition to using the website as a powerful sales tool to convert potential customers, the ActiveIQ team also designed and implemented a centralized staff information dashboard for the Dryair website. After logging in, representatives from across North America have access to the latest information and sales tools at the click of a button. It is also easier and faster than ever for management to distribute updates to their large team.

“The central information dashboard improved our efficiency significantly, making it easier to keep our large team up to date with the latest information, and ensuring everyone has access to the information they need to close sales.”

Wade Wilken - Sales & Marketing Manager
DryAir Manufacturing

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A Professional Identity to Drive Targeted Traffic

ActiveIQ developed a professional online identity for Dryair. The new website is conversion oriented, making it easier for viewers to find and engage with Dryair products. However, a website is only effective if the right people are viewing it. ActiveIQ designed an effective search engine optimization strategy to drive highly relevant traffic to the Dryair website, improving the volume and quality of website driven leads

40%
increase

The Dryair website experienced a 40% increase in traffic in the year following the implementation of the ActiveIQ strategy

Conclusion

ActiveIQ worked closely with Dryair to develop a system unique to their business needs. By implementing an advanced sales & marketing system, ActiveIQ was able to improve both the number and quality of the leads generated by their website.

As well, by designing a centralized information dashboard tailored to their unique needs, ActiveIQ created efficiencies and improved the sales process for their large team.

About ActiveIQ

ActiveIQ is a sales & marketing solution designed specifically for industrial companies. The world has changed, and so has industrial marketing and sales. Isn't it time you changed with it?

Our revolutionary solution takes online interest from your trade shows, advertising, and marketing and turns it into actionable sales intelligence. Build your sales pipeline, follow the sales cycle, and get notified of the perfect time to close a qualified lead. No more cold calls. No more guesswork.

ActiveIQ has completed more than 900 successful projects helping companies succeed online.

Our expert team works closely with industrial companies every day to understand their business and ensure sales and marketing success.

For more information visit ActiveIQ.com

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