



**“I get solid leads from VisitorTrack. In fact, my very first sale came from VisitorTrack!”**

Marty Brewer, Technical Sales

## Key Takeaways

CM Mitchell is a business partner with both IBM and Oracle specializing in Content Management. CM Mitchell helps clients with integration projects for Oracle ERP e-business suite and IBM Content Management platforms.

- VisitorTrack provided CM Mitchell efficiencies in the prospecting process
- Contacts from ZoomInfo integration have out-performed data from Hoovers
- VisitorTrack intelligence on prospect activity on their website helps further qualify leads

## The Challenge

Marty Brewer wears many hats at CM Mitchell Consulting. He is responsible for managing sales, marketing and business development for the firm. When Marty started in his role, he realized that he needed to be efficient in his prospecting efforts. He was working from an old list, spending a lot of time figuring out if the targets were real and if they were actually using the technology that was identified on the list.

## Cold Calling: A Thing of the Past

VisitorTrack was implemented about the same time that Marty came on board. He realized quickly that VisitorTrack could help him. “I get solid leads from VisitorTrack,” said Marty, “In fact, my very first sale with the company came from VisitorTrack!” When prospects come to our website, it is usually a result of searching for pretty specific terms. By capturing the identity of these companies, Marty had a good starting point for finding new opportunities.

## High Quality Contacts

“The best thing”, continued Marty, “is the integration with ZoomInfo. After identifying the companies that are actively researching product focused areas of our website, I am able to find appropriate points of contact, complete with email address and phone number. With Hoovers we had to sift through a lot of bad data”, reported Marty. “I found the ZoomInfo contact data not only more accurate, but also had a very low bounce rate when sending emails.”

## Qualified Leads

Through the customized reporting Marty is able to filter on “high value pages” – pages that indicate buying interest. “If someone spends three minutes looking at one of our software pages, that is someone I want to contact”. Previous visit information is also useful to Marty, when there are multiple visits from the same company, it is a good indicator that there is an internal conversation brewing, and they are actively involved in the buying process. To sum

up the value he experienced with VisitorTrack, Marty states, “VisitorTrack was easy to implement, and has made cold calling much easier overall”.

Since 1992, CM Mitchell Consulting has been helping companies with their information management requirements and needs. CMMC’s TeamSavi expert consultants provide unparalleled experience in the areas of Oracle E-Business Suite services, Enterprise Content Management (ECM) and Records Management. [www.cm-mitchell.com](http://www.cm-mitchell.com)

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