

## LEXJET PRINTS MONEY WITH SALESFUSION & MICROSOFT DYNAMICS

*The Hidden revenue in CRM with the Marketing Automation Solution*



### The Situation

Prior to implementing Salesfusion's marketing automation platform, LexJet struggled with integrating their marketing and sales efforts. They were unable to push email marketing data from iContact, which limited the campaigns they were able to execute.

LexJet had difficulty getting detailed lead information into the hands of their 50 inside sales reps at the right time. They needed a process-driven method for identifying and qualifying leads for an initial call.

### The Solution

Salesfusion's deep integration into Dynamics CRM is the primary reason LexJet chose them to support their marketing and demand generation initiatives. Lexjet supports a 4500-location account with national and local campaigns driven through the Salesfusion marketing platform. They now have real-time lead intelligence delivered to the desktop of every salesperson on their team which helps focus their time and selling energy on near-term, high-value prospects.

“ With Salesfusion we have been able to identify over 750 people inside our database interested in a new solution that can expand their businesses. This allowed our sales team to identify key accounts in the database to focus on so that we can engage in the sales process faster. We are able to create a lead generation form in minutes and have that information flow through to CRM; no developers needed. ”

— Pete Peterson, CIO, LexJet

### ABOUT LEXJET

LexJet markets and sells professional-grade, wide-format inkjet printing equipment and supplies that have helped more than 20,000 small printing, imaging, and sign businesses adapt to changing markets and develop new sources of revenues.

LexJet provides business owners with the knowledge and products they need to convert digital images into new forms of visual merchandising, out-of-home advertising, and custom décor.

### LEXJET USES SALESFUSION FOR:

- Email marketing
- Lead scoring from website tracking
- Lead capture forms
- Shortened URLs for social media
- Nurture campaigns

### TANGIBLE BENEFITS:

- Reduced costs of campaign production
- Deliver vital and timely lead intelligence to sales
- Build pipeline faster
- Reduce roll out times for campaigns
- Increased lead conversion with web forensics