

# CUSTOMER TESTIMONIAL.



AMPETRONIC



## CHRIS BAXTER | MARKETING PROJECTS MANAGER

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“ Whilst looking for a way to better understand our customers’ needs when visiting our websites, we were introduced to **Spotler’s fully loaded marketing automation platform**. After a rigorous evaluation against several solutions we chose Spotler.

Rather than having disparate platforms for different channels we found that their full-service package would allow us to deliver appropriate content through **coordinated campaigns without fear of spamming our partners and customers**.

It was also important that any platform **integrated into Dynamics CRM** which, although not an easy task, Spotler were able to do. Now we have one central view of our marketing activity which empowers our customer facing teams to be able to anticipate and respond to our customers’ requirements faster and more effectively.

Within our first year using Spotler we have had so many positives.

- We have **identified over 100 more companies** on our website that would have otherwise passed us by.
- We have doubled our engagement and campaign email opens and **now score 21% above industry standard for deliverability**.
- Our **popups are getting a CTR three times** that of the industry average, meaning more engagement from leads.
- Our reach from **social media and our referrals have also jumped**, allowing us to deliver wanted content to those who welcome it.
- Our **surveys are now being engaged** with by a much larger proportion of our customers, a great improvement

All of the above has been achieved using the tools available within the Spotler platform and with the constant support and help of our account manager. We have been able to **improve our service to customers, lead generation, expand our brand awareness and significantly increase efficiency, productivity and engagement**. Needless to say, we cannot recommend Spotler (the software and the team) highly enough. ”

AMPETRONIC

Ampetronic was established in 1987 and is the recognised world leader in the design and manufacture of Audio Induction Loop Systems, otherwise known as Hearing Loops or AFILs - the most widely adopted assistive listening technology for the hearing impaired.

**INDUSTRY:** Electrical & Electronic Manufacturing

**SIZE:** 38 Employees

MOVED FROM



CRM Integration

