

CUSTOMER TESTIMONIAL.



SARAH MATTHEWS | MARKETING EXECUTIVE

HOLROYD COMPONENTS



We decided to partner with Spotler as our marketing automation provider because of their **integration with Sage CRM**.

This will remove the need to export data and import manually, and we get the **campaign activity back into Sage for better reporting** and sales follow-up.

We also do a lot of PPC and the SpotlerLeads solution, unlike other email service providers, means we can track companies and contacts that came from the paid ads in order to track the conversion.

This is also helping to increase the number of leads from our paid channels as we can **identify visitors who did not form fill**.



Holroyd are market leaders in specialist heating products, using the latest heating technology and solutions to solve complex industry challenges

INDUSTRY: Electrical & Electronic Manufacturing

SIZE: 27 Employees

CRM

