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- Amy Rutledge

Key Takeaways

ViaWest is recognized as a best-in-class IaaS provider and trusted IT partner. ViaWest offers a comprehensive suite of world-class data centers and an IaaS portfolio of colocation, dedicated private cloud, and virtual private cloud all complemented by a broad range of managed services and an exceptional customer experience.

- Cold calls get warmer with VisitorTrack
- VisitorTrack is a great indicator when prospects are getting close to a decision
- ROI for online advertising & event promotion are optimized with VisitorTrack

Net New Opportunities

Amy Rutledge, Team Lead – Business Development, has been using VisitorTrack to identify net new opportunities for the sales team during her tenure at ViaWest. Amy is responsible for lead generation and qualification for the company’s 7 geographic regions. Amy shared, “VisitorTrack is definitely used by all areas of our Sales and Marketing Organization. . .Business Development, Marketing, and Sales.”

Warming Up Cold Calls

VisitorTrack equips Amy and her team with the tools they need to “warm-up” the first call to a prospect. The intelligence they gain by identify-

ing where the prospect was most active on the website is a great conversation opener. When Amy leads with the prospects area of interest, they are generally very open, and have even said, “Hey, that’s funny, I was just on your site, looking at that very offering!” The prospect thinks that Amy just has good timing, but what they don’t know is that VisitorTrack has given Amy a great “heads-up”.

VisitorTrack intelligence helps Amy target her email communication as well. If she sees that a prospect is in the Healthcare Industry, and they were researching Cloud Solutions, she can tailor her messaging around Via West’s HIPAA compliant cloud offerings.

Customized Reporting

Amy is a power user of the VisitorTrack customized reporting. By tagging both current clients and channel partners, she is able to provide targeted information to Client Services about where current clients may be researching, and insight to Channel Partners on channel prospects. In addition, she helps her direct sales team identify which prospects in their pipeline are most engaged on the website. “Our sales cycle can be very long, VisitorTrack provides a great indicator as to which prospects may be getting closer to making a decision”.

Identify Campaign Traction

Kara Kunz, Field Marketing for ViaWest has been very pleased with the visibility she receives from VisitorTrack. Kara is responsible for the marketing efforts in one of ViaWest's newest regions, and is very engaged in building that region's client base. Recently, she ran a campaign to promote a large event ViaWest was sponsoring. She was able to see that her campaign was getting traction when she observed a strong uptake in the number of visitors to the website that were being referred by the event registration page. In fact, she was able to see that 2 large target prospects had visited many pages of the Via West site after they had completed registration for the event. "It was exciting to see our promotion efforts paying off!", said Kara.

Optimize Paid Advertising ROI

"VisitorTrack identifies web visits coming from our paid advertising, which helps us optimize

ROI from those campaigns", added Kara. VisitorTrack also helps identify new geographic targets. For example, the company does not have a data center in New Mexico, but they have seen a steady stream of traffic from Albuquerque, validating that this location may be an area of interest for the selling team.

Kara wrapped up her thoughts on VisitorTrack by saying "It is crazy how much information is available, you can really identify the intent of a prospect by which pages they are viewing!"

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