



# Panopticon Integrates CRM With Marketing Automation

The Hidden revenue in CRM with the Marketing Automation Solution

## The Situation

Prior to implementing Data Marketers Group, Panopticon was using separate tools for their daily email functions. They were frustrated with increasing limitations and a lack of integration between these tools.

In addition to sending monthly email communications, Panopticon needed a marketing automation tool with CRM capabilities for increased tracking. Never before had they been able to measure and analyze form results and campaign click through rates.

## The Solution

Panopticon chose Data Marketers Group for the reasonable cost, availability of CRM capabilities, and marketing automation functions. Data Marketers Group allows Panopticon to track website visitors and gather relevant data for their sales teams. It's much easier for them to work inside of one system and email segregated mailing lists.

Hugh Heinsohn, VP Marketing– Panopticon:  
“We now have a number of forms on the website that allow us to capture info from clients requesting videos, white papers, evaluations, etc. Overall, we spend less time for more results.”



## About Panopticon

Panopticon Software AB was spun off as an independent company in 2002 and has offices around the world, including New York, Boston, San Francisco, London, New Dehli, and Stockholm. Their clients utilize a visualization tool which provides information about hidden patterns and problems that they wouldn't have otherwise known. This tool increases sales and revenue while decreasing operation and investment risks.

## Panopticon uses Data Marketers Group for:

- Email marketing
- Landing Pages
- Web analytics and website visitor tracking
- Forms for white papers, demos, videos
- Lead scoring and CRM capabilities

## Tangible Benefits:

- More effectively tracks web lead activity on their website
- Increased lead conversion due to web tracking solution (web forensics)
- Increased email campaign volume
- Segregated mailing lists for accurate mailing content
- Increased productivity