ADT Uses Salesgenie to Target Homeowners in Specific Geographic Areas

ADT, the largest security company in the US and Canada, was looking to develop new prospects.

The client's sales force was looking for accurate business and consumer data, mobile access, and Salesforce.com integration.

Infogroup Targeting Solutions (ITS) implemented Salesgenie, giving sales reps the ability to target homeowners in specific geographic areas and businesses in precise industries.

RESULTS:

ADT discovered that one new business or consumer account added throughout the year would pay for their Salesgenie subscription.

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Business Need Overview

ADT is a provider of electronic security systems, fire alarm systems, communication systems, and integrated building management systems. They are the largest security company in the United States and Canada, serving over 6.4 million customers. ADT also has an authorized dealer program, where independent dealers offer security system installations which are monitored by ADT.

ADT was faced with the challenge of getting access to accurate business and consumer data to their agents in the field for prospecting purposes. This access also needed to be available via mobile devices and integrated with Salesforce.com, their current CRM platform.

Solution

By assigning Salesgenie licenses to 3,500 sales reps, ADT was able to provide a simple application that gave them the ability to prospect to new homeowners, existing homeowners in recent crime areas, new businesses, and existing businesses focusing on specific industries.

Salesgenie's mobile application also allowed ADT reps to access leads outside of the office and perform location-based searches with their mobile devices to look up business and consumer profiles. This application prepared them with detailed information about prospects before they walked in the door. Salesgenie also provided nearby neighbor functionality, displaying all nearby neighbors and businesses allowing their reps to save time on prospecting.

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Salesgenie's Salesforce integration gave ADT the ability to bundle Salesgenie inside of their existing CRM solution, leveraging the usage of one application for all of their sales related activities. Salesgenie's integration provided a simple and easy-to-use solution to move new prospect data into their CRM with the push of a button.

The Results

ADT discovered that one new business or consumer account added throughout the year would pay for their Salesgenie subscription, thereby greatly validating their ROI. By using Salesgenie as their lead generation platform, ADT generated an increase in sales revenue. Currently, all ADT residential and small business security consultants are utilizing Salesgenie on a daily basis to find new leads and grow their book of business.

About

Salesgenie

Salesgenie from Infogroup Targeting Solutions combines sales, prospecting, and marketing into a customized online tool. Our easy-to-use interface enables you to find quality business and consumer leads as well as gain valuable insight about them. Salesgenie reduces prospecting time, increases close rates, and allows you to focus on leads most likely to become customers.

Infogroup Targeting Solutions

Infogroup Targeting Solutions helps companies increase sales and customer loyalty through analytically driven consumer and business data and database marketing solutions. With exclusive access to the Data Axle™, we build multichannel solutions using contextually relevant information on individuals and businesses.

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