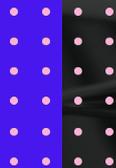




# Success Stories



# Success Stories

Marketing Services



## The Client:

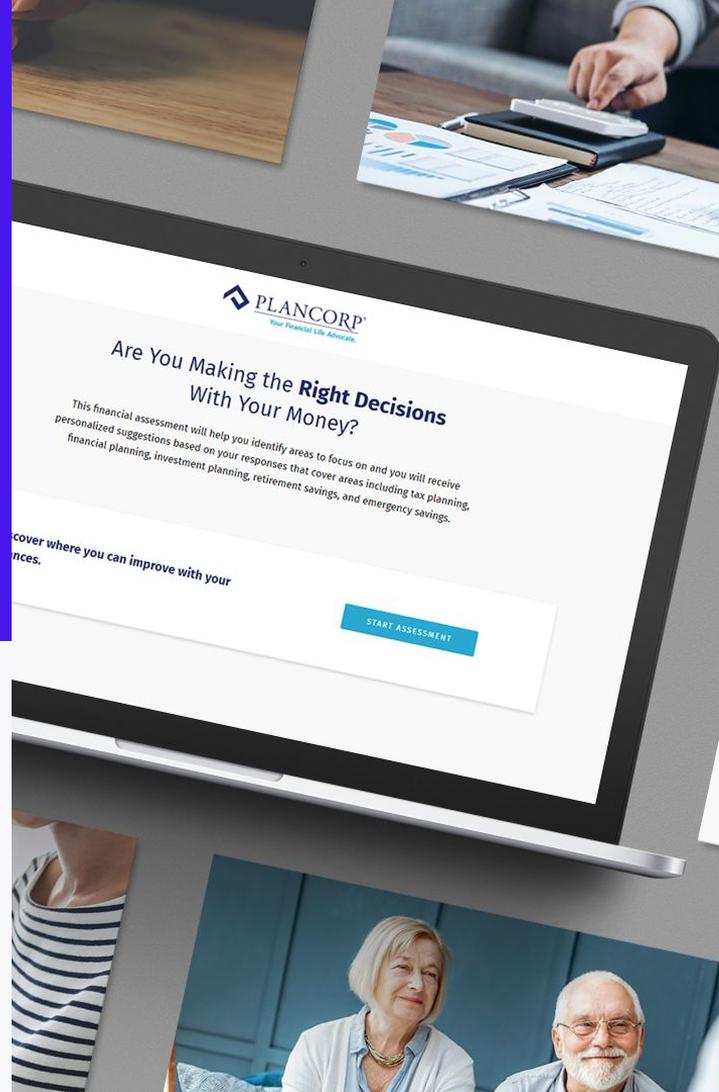
Plancorp is a financial services firm specializing in retirement planning, investment strategy, and more for individuals and families.

## The Challenge:

They needed guidance in defining their lifecycle stages and creating content to generate and nurture more leads.

## The Solution:

Our team collaborated on several inbound pieces, including a financial assessment quiz with associated lead nurtures, social media advertising, and incorporating smart content into their homepage.



# The Result:

2%

Overall Increase in Site Conversion

2,019

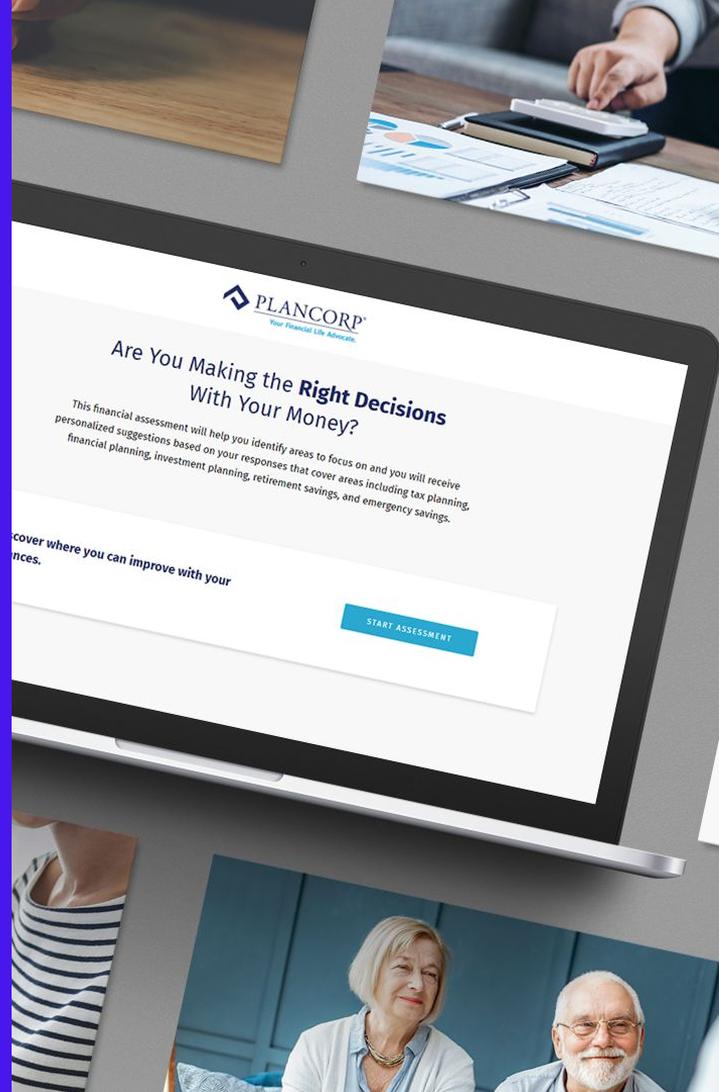
New Contacts in One Year

28%

Financial Assessment Conversion Rate

31%

Average OPR for Emails



# AVEVA

## The Client:

AVEVA is a global leader in industrial software to help organizations drive digital transformation.

## The Challenge:

Before partnering with Lynton, AVEVA North America experienced difficulty getting content and design initiatives off the ground.

## The Solution:

We worked on several creative pieces including infographics, segmented lead nurtures, email follow ups, DemandBase display ads, and an entire microsite featuring case studies.



# The Result:

27%

Average OPR  
for Emails

637,859

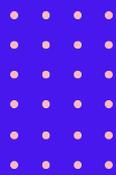
Impressions for  
DemandBase

34

New  
Contacts

2

SQLs From Lead  
Nurtures





## The Client:

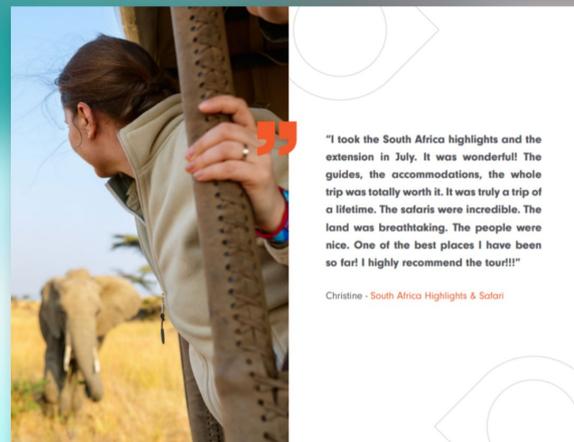
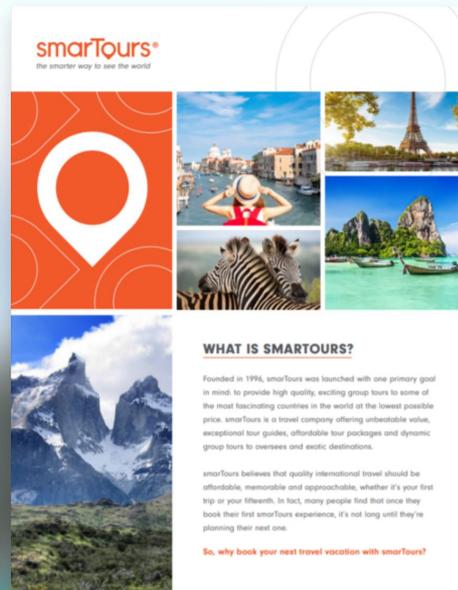
SmarTours is a travel and touring company that provides high quality and affordable group tours to countries worldwide.

## The Challenge:

They came to us looking for help making the most of their segmented marketing and sales data.

## The Solution:

We worked on creating in-depth buyer personas and journey mapping so we could create targeted content offers. Ultimately, we worked on guides, checklists, and testimonials that we used in appropriate lead nurture campaigns.



# The Result:

21%

OPR  
Rate

15%

Click Through  
Rate

40%

View to  
Contact Rate



**smarTours®**  
The smarter way to see the world

### WHAT IS SMARTOURS?

Founded in 1996, smarTours was launched with one primary goal in mind: to provide high quality, exciting group tours to some of the most fascinating countries in the world at the lowest possible price. smarTours is a travel company offering unbeatable value, exceptional tour guides, affordable tour packages and dynamic group tours to overseas and exotic destinations.

smarTours believes that quality international travel should be affordable, memorable and approachable, whether it's your first trip or your fifteenth. In fact, many people find that once they book their first smarTours experience, it's not long until they're planning their next one.

**So, why book your next travel vacation with smarTours?**



**"I took the South Africa highlights and the extension in July. It was wonderful! The guides, the accommodations, the whole trip was totally worth it. It was truly a trip of a lifetime. The safaris were incredible. The land was breathtaking. The people were nice. One of the best places I have been so far! I highly recommend the tour!!!"**

Christine - South Africa Highlights & Safari



# Success Stories

Web Services



## The Client:

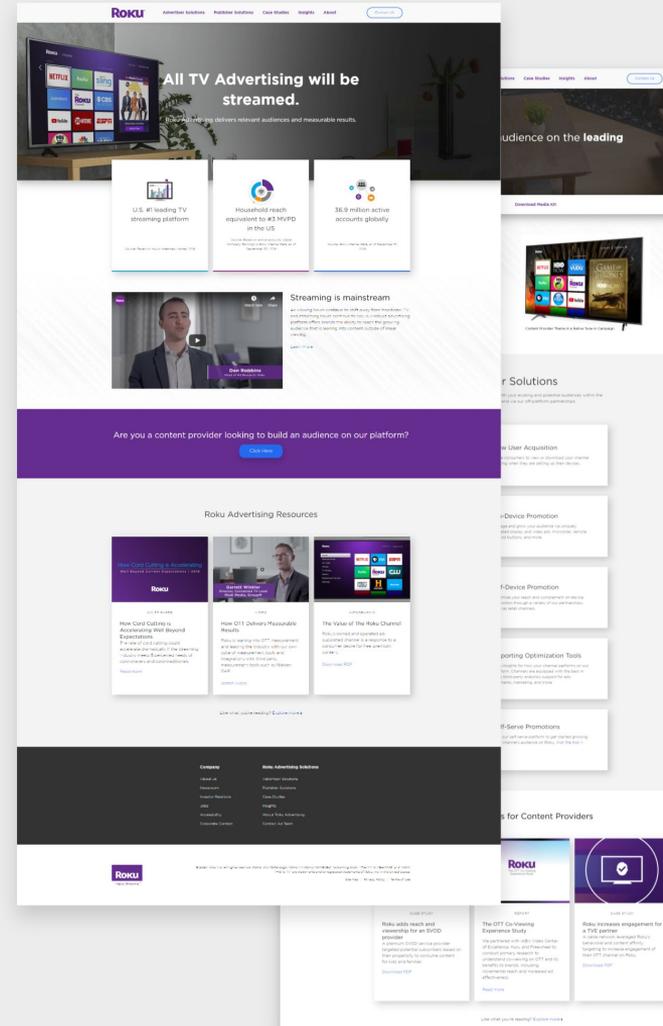
Roku's advertising department builds relationships with companies to sponsor content on their devices – giving companies a broad reach across a vast and engaged demographic.

## The Challenge:

They didn't have a web presence to market this arm of the business before reaching out to us.

## The Solution:

We created a microsite to showcase Roku advertising to address common questions advertisers had when trying to engage with them for placements.



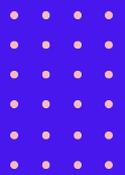
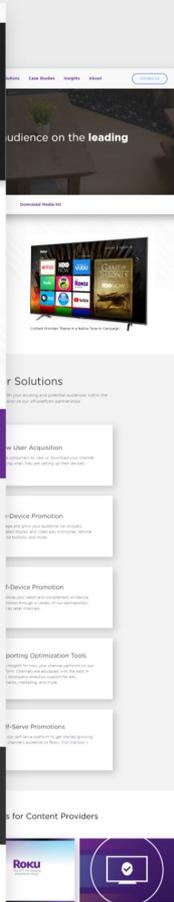
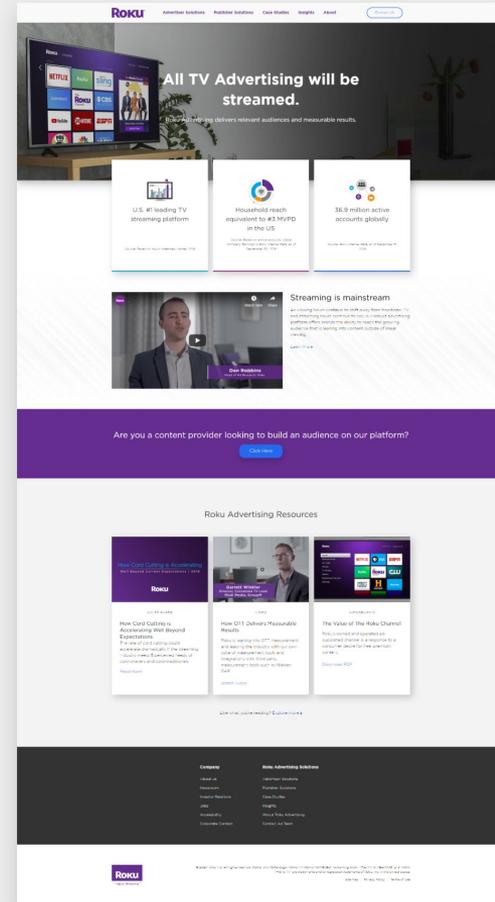
# The Result:

50%

Total Traffic After Launch Was Organic Search

12%

Average Conversion Rate





## The Client:

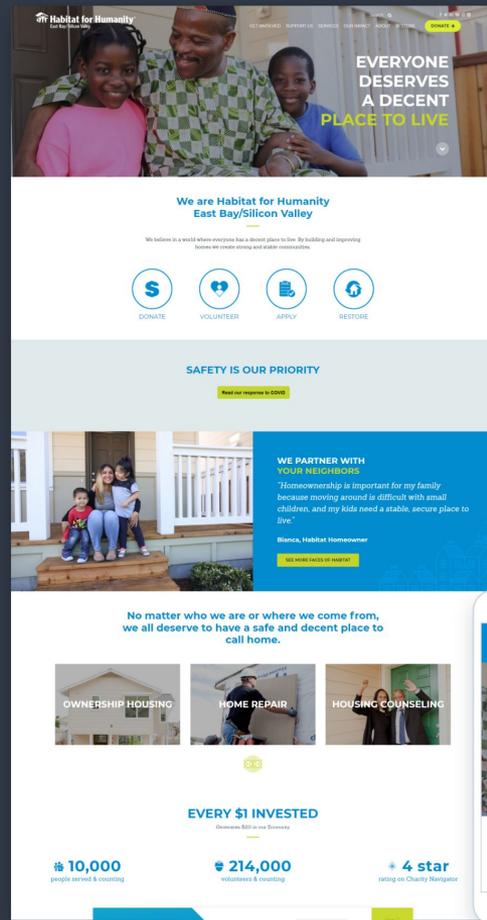
Habitat for Humanity East Bay/Silicon Valley (EBSV) is a regional off-shoot of the national nonprofit that partners with communities to build or repair homes for those in need.

## The Challenge:

They came to us seeking help creating an updated look and better user experience.

## The Solution:

After collaborating, we created a modern, responsive website based on the inbound marketing methodology that was awe-inspiring in look, messaging, and function.



### Latest From The Blog

#### 3 Top Holiday Crafts That Don't Cost A Lot

Original photo: [Habitat for Humanity](#)

#### How To Stick To a Holiday Budget

Original photo: [Habitat for Humanity](#)

### Events

#### Financial Education Webinar: Budgeting for the Holidays

November 8, 2023

Original photo: [Habitat for Humanity](#)

# The Result:

27%

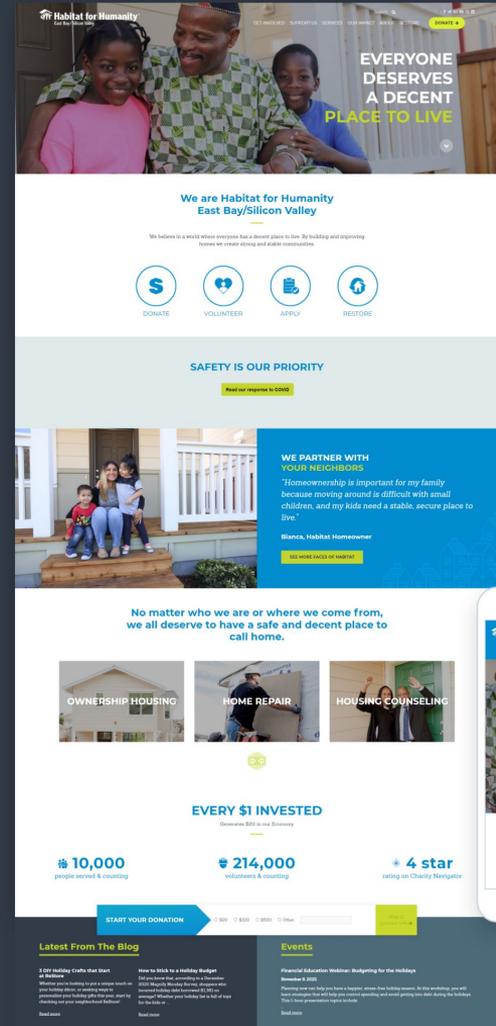
Increase in Organic Traffic

12%

Increase in Overall Active Users

4%

Increase in Sessions



# Success Stories

Integration Services

## **ROCK & ROLL**

HALL OF FAME

### **The Client:**

The Rock and Roll Hall of Fame (RRHOF) is a museum, hall of fame, and performing arts event center located in Cleveland, Ohio.

### **The Challenge:**

The museum's large database was housed disparately between different platforms, causing roadblocks to their marketing.

### **The Solution:**

Our team integrated RRHOF's HubSpot marketing automation with their specialized CRM, Tessitura to sync Tessitura data into HubSpot for use in sales and marketing campaigns.







### The Client:

Haymakers for Hope (H4H) is a 501(c)(3) charity organization that gives people the opportunity to fight back against cancer through charity boxing events.

### The Challenge:

They sought our partnership to help find new ways to maximize fundraising.

### The Solution:

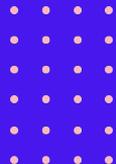
We integrated their HubSpot portal with their CRM and fundraising platform, Classy, for a bi-directional flow of data. Now, they can pull the most critical donor information from Classy and use it in HubSpot campaigns.



# The Result:

**\$1.6**  
Million

Raised at a single  
boxing event





## The Client:

CCB Technology is a nationwide business IT services provider that offers services to help nonprofits, churches, and corporations to lower their IT overhead and overcome their technology services.

## The Challenge:

The company used HubSpot and ConnectWise disparately, leading to hurdles in extracting information and silos in communication.

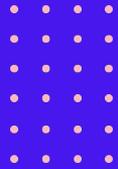
## The Solution:

We synced their ConnectWise data with HubSpot to resolve the issues they faced when locating information to later use in emails and other campaigns.



# The Result:

Clean, up-to-date data; more personalized communication; automated emails; segmented lists.





## The Client:

Marturano Recreation Company (MRC) is a leader in the park and playground equipment industry, with over 40 years of experience.

## The Challenge:

After not being able to paint a clear picture of the ROI associated with their marketing and sales efforts, MRC knew they needed assistance from Lynton.

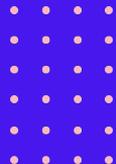
## The Solution:

Our team onboarded and trained MRC's team on Marketing Hub, creating a thorough lead management strategy, detailed chatbot, PPC advertising, and other supplementary initiatives.



# The Result:

Easier way to link marketing and sales together; solidified relationship.





### **The Client:**

L2 Brands is the combination of League and Legacy, which offer premium custom-decorated, vintage-inspired apparel, headwear, and home décor.

### **The Challenge:**

They didn't have a streamlined or fully documented sales process in place for their growing inside sales team. They also needed a digital marketing and sales strategy to keep delighting their prospects and customers.

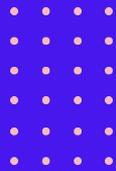
### **The Solution:**

We helped onboard the newly-joined forces to Sales and Marketing Hub, consulting on lifecycle stages, custom development, and fully documented sales processes.



# The Result:

More personalized campaigns; increase in SQLs; aligned marketing and sales efforts.





## The Client:

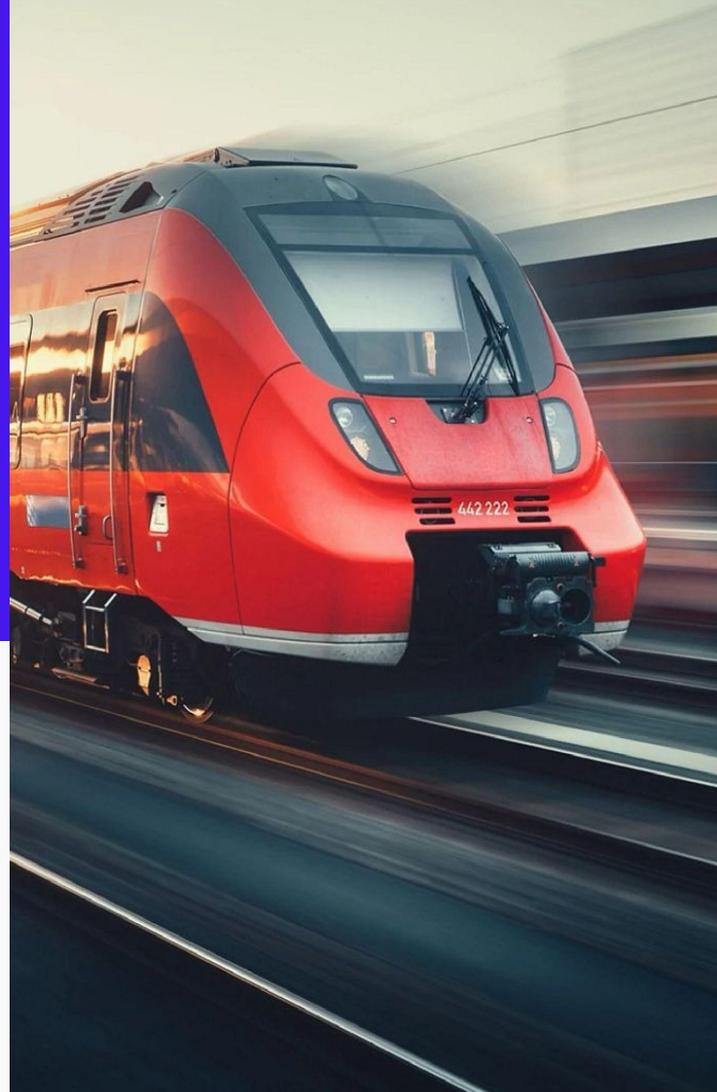
Rochester Electronics is a leading semiconductor distributor and manufacturer that works with other original semiconductor manufacturers by supplying new technology when they're nearing or at the end of their products' life cycle (EOL).

## The Challenge:

Previous to working with us, they used Pipedrive CRM to manage and track their sales efforts, which did not provide the functionality they needed.

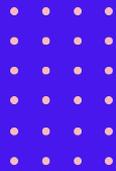
## The Solution:

To align their sales processes with their new technology, we migrated their data from Pipedrive to HubSpot – ensuring a secure and accurate transfer. We synced: Pipedrive People to HubSpot Contacts, Pipedrive Deals to HubSpot Deals, Pipedrive Organizations to HubSpot Companies, and Pipedrive Activities to HubSpot Notes.



# The Result:

**120 employees** across different countries trained on HubSpot; improved sales practices; in-depth reporting





**Thank**  
**You!**

