



INFO-PRO

CASE STUDY

COMPANY BACKGROUND

Info-Pro is a lender services firm in Fond du Lac, Wisconsin. Founded in 1997, Info-Pro provides real estate tax monitoring software as well as flood determination, insurance monitoring and checking services for banks and credit unions in the U.S.

THE PROBLEM

Info-Pro began working with Accelity to build a new website. Once the new site successfully launched, Info-Pro partnered with Accelity to work on marketing initiatives on an ongoing basis. Accelity provided a full marketing team, including copywriters, designers and web editors for all of Info-Pro's marketing needs.

To help support Info-Pro's aggressive sales and growth goals, the engagement with Accelity shifted to focus on inbound marketing using HubSpot (Accelity is a HubSpot platinum partner agency).

HOW ACCELITY ADDRESSED THE PROBLEM

Content marketing is an integral part of Info-Pro's inbound marketing program. Over the course of our 5+ year partnership, Accelity has developed more than 40 white papers, ebooks, infographics and case studies—with much more planned for the future.

Info-Pro and Accelity's partnership continues to deliver great results; Info-Pro's aggressive sales goals are met and exceeded. Info-Pro went from having no presence on search engines to doubling their web traffic in months. Accelity generates an average of 26 qualified leads every month, leading to strong sales results; one quarter saw \$32,000 in marketing-influenced sales. The sales team also increased their close rate by 2% over the previous year due to Accelity's successful initiatives. Info-Pro is seeing growth in all areas of their marketing.

In addition to growing sales via Accelity's marketing initiatives, Info-Pro also caught the attention of their competitors. Info-Pro's marketing program inspired a top competitor to mimic similar initiatives—a true sign of marketing success.

THE RESULTS

26

qualified leads
each month

\$32k

in a single quarter
of marketing
influenced sales

2X

Website visits
doubled and still
growing



Accelity transformed way we do marketing. In a short time they helped us rebrand, built a new website, and produced numerous content pieces specifically related to our industry. We throw a lot of work at Accelity, often on short notice; Accelity delivers everything we need, when we need it. Accelity is a pleasure to work with and a valuable part of the Info-Pro Team!

Brian Carmody, Marketing Manager, Info-Pro

