



Why Leica Biosystems Invests *in Congresses and Conferences.*

Event Lead Management

As a medical device supplier, Leica Biosystems focuses much of their marketing on educating clinicians. They organise two professional education events a year, and attend medical congresses and conferences in Europe. These provide an opportunity to meet existing and prospective customers, and engage in vital conversations about how they serve clinicians today and in the future.

Janina Brunsch, EU Marketing Assistant at Leica Biosystems, explained why events are so important: "These events are all about face-to-face interactions. I love meeting customers old and new. In the midst of all this connection, there's a lot of work to do."

THE PROBLEM

Leica Biosystems used to manage all their leads and collect customer data on paper

"Collecting customer contact info on paper by hand was a nightmare. Pieces of paper got lost. Pens disappeared. Sometimes, we had to throw away a lead because we couldn't read a customer's handwriting.

Someone—often me—would then have to enter all this data into an Excel spreadsheet. It could take up to half a day for a big event. The potential for error was huge since typos and transcription errors could render a lead useless."



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JANINA BRUNSCH

EU Marketing Assistant, Leica Biosystems

THE SOLUTION WAS INTEGRATE EVENT LEAD MANAGEMENT

It became clear that Leica needed to find a better way to manage their leads. Janina and her team had a trial of Integrate Event Lead Management at a congress at the end of May 2017. They generated 50 qualified leads and did away with any manual processes.

They then rolled-out the Integrate Event Lead Management solution to their whole team, and used it at the European Congress of Radiology (ECR) - the biggest event in their calendar: "ECR was a milestone. It was our most successful event yet. ECR provides all guests with special badges that can be scanned. This year, instead of hiring scanning devices from ECR, we used the Integrate Event Lead Management app to scan these badges. We generated over 100 qualified leads. But the real achievement was the quality of the information we collected. This process was faster, we had more usable data this year than ever before, and it was immediately in our system for our team to use."

"The real value we've found from Integrate Event Lead Management has been in the additions to the platform along the way. We've updated to a version of the app that allows us to park leads and edit them later. Over the course of an event, a customer might visit our booth two or three times, and ask different questions. In the past, each visit would have generated a separate lead, but now we create that lead on day one, and simply add in more details each time we speak to them. Duplicate leads are a thing of the past. The new features that Integrate continues to release increasingly make the platform a life-saver."

NEXT STEPS: SALESFORCE + INTEGRATE EVENT LEAD MANAGEMENT

Leica Biosystems is planning to further streamline their lead capture process, by adding Integrate Event Lead Management's Salesforce integration. They started using the Integrate Event Lead Management solution without this integration, as they wanted to make sure it would provide value to their team: "Going directly into Salesforce will save us even more time. Instead of exporting the data to a spreadsheet and sending it to our sales reps, we'll be able to instantly feed the data into Salesforce. We'll completely streamline the process of providing data to our reps. The more we use Integrate Event Lead Management, the better our data gets. It's made it easier to manage our leads, and freed me to concentrate on organising our events and educating clinicians."

Leica Biosystems is a global leader in workflow solutions and automation, providing anatomic pathology laboratories and researchers with a comprehensive product range for each step in the pathology process, ranging from sample preparation and staining to imaging and reporting.

Integrate is a demand marketing solution that helps B2B marketers across the world earn greater value from their demand and revenue generation efforts. The Integrate Demand Cloud unifies and streamlines all lead and engagement data through our Data Acceleration Platform. That platform processes, validates and standardizes all of the data, so it's highly accurate and intelligent. As a result, our customers are able to quickly turn marketing investments into revenue. In 2019, we helped our top 20 customers generate more than \$1 trillion in pipeline using Integrate's Demand Cloud and solutions set. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.