

Packaging Machinery Manufacturer (A \$50 M Company)

Case Study

World's leading Packaging Equipment Manufacturer increased Aftermarket Sales by 9.5% in 6 months

Before Entytle

- Reactive, 'spray-n-pray' approach
- Ad-hoc customer outreach with no "hunting" lists
- No understanding of customer needs and time to sales

After Entytle

- Proactive, Targeted Repeatable Growth with a clear idea of when and which customers need what service
- Prioritized list of customers for outreach with assignable "hunting" lists
- Complete customer 360 view



8X ROI

9.5% incremental revenue in 6 months

