



# An agricultural product manufacturer **scales up customer acquisition** process by refining their lead nurturing program

## About the Client

A specialty products manufacturer and marketer of high-quality brands in the global agriculture production and structural pest control markets.

## Solution

Pardot implementation empowers client to automate their email campaign with interactive emails and nurture prospects with updates on their new agricultural products.

## Benefits

- ✓ Personalized prospect touchpoints through interactive content
- ✓ 5% increase in click rate and engagement
- ✓ Email automation drives 7% more leads