



About Rusken

Rusken is a leading integrated corrugated packaging company with locations throughout the Southeast United States. Their 13 facilities across seven states serve some of the most prominent organizations across the e-Commerce, automotive, agricultural, food and beverage, and manufacturing sectors.

Working with Web Insights

Rusken explored ways to increase revenue outside of the more traditional marketing methods and implemented Web Insights to **help identify new opportunities** and support their cold-calling activity.

Web Insights allows Rusken to capture website visitors, route intel seamlessly into their Lead Manager Lite CRM instance, and track valuable opportunities throughout the sales and marketing funnels. They can see when an existing customer visits the site, **reach out in real-time and maximize their cross-sell and upsell opportunities**, as well as reignite relationships with lapsed clients.

Rusken's sales team has a **continuous flow of new leads and opportunities** delivered directly to them for immediate follow-up.



“Web Insights has allowed us to open up new opportunities. Not only does the solution offer valuable leads, but it has also allowed us to build crucial data intel.

We can analyze the online behavior of prospects, customers, cold leads, and even stagnant customers, **enabling us to grow our sales pipeline and close huge wins.** Leads captured by the tool are automatically routed to the sales team to reach out in real-time.

We’re excited to see where Web Insights can take us; since its implementation, we’ve closed multiple sales opportunities. Deployment of the solution was seamless, and the Web Insights team has been excellent from the outset.”

— Andy Bell. Corporate Sales and Marketing Project Manager, Rusken Packaging, Inc.

