



Case Study - Image Data

Who is Image Data?

Image Data is a document and data management company with offices in New York and Massachusetts. They have over 20 years' experience handling confidential records for businesses across a range of industries, including finance, healthcare, education and insurance. They specialize in document conversion, data migration and security, as well as document storage and retrieval.

The company's overall goal is to demonstrate how a business's hard copy files can easily be lost during a single fire, flood, or other natural disaster – and that the best solution is to plan for “the day after” with digital storage.

What Attracted “Image Data” to the Prospecto Solution?

“It's hard to get people on the phone” when cold-calling, says Image Data's President, Tom Marto. If they do pick up, they typically tell him that they aren't interested in a conversation. But, Tom adds, they are more inclined to respond to his emails, which resonated for him when he learned about Rally's prospecting automation.

He also understands how percentages come into play. With traditional “robo-call” agencies, he can only reach so many people in a given day; and, of those, only so many who are willing to learn more about his services. With prospecting automation, he can email a much wider audience in that same amount of time, and increase his chances of receiving positive responses.

How has Prospecto influenced Image Data's business?

Tom says that one of the greatest benefits from Rally's software has been the ability to measure prospect interest levels. Tracking and lead scoring allow him to see who has been opening his emails and viewing pages on his website, so even if they haven't yet responded, he knows who to ask for a conversation.

With cold-calling, or even his own internal email system, this wasn't possible, he says. Another benefit is the ability to be persistent. Tom highlights one prospect that finally had to tell him that he'd received enough of Tom's messages and was finally ready to schedule a call.