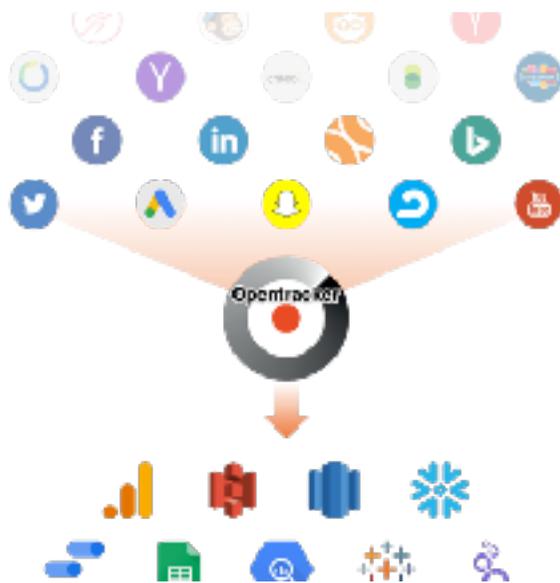


Case study of



Opentracker complements other tracking systems by integrating with tools you're likely using. Our platform brings together your data into one dashboard - saving time with 1-click-reporting.

We've been in the market for more than 15 years, and have supported every industry. Currently our focus is on helping e-commerce businesses become sustainable.



Current Situation

"The Cheeky Panda" produces a range of sustainable products from various sizes of traditional toilet paper, hand-towels, napkins, facial tissues and kitchen towels. The products are available online, to distributors and traditional retailers. We have a Sales team that sells to distributors and retailers.

Desired Situation

We need sales intelligence. When we are pitching a retailer we want to know if they are interested.

Is the prospect warming up to us? This information helps us plan follow-ups. We need to save time and energy by focusing on the promising prospects.

If there are competitors entering our geographic region, we need to know about it. We are in a very competitive market, and knowing what the competition is doing gives us an edge.

The Process

We shopped around before Opentracker delivered their solution. Opentracker has more features than the alternatives tried. In terms of our requirements Opentracker ticked all the boxes.

We pitch the major retailers in Europe. That's when Opentracker comes in very handy. We might not get any communication back but we see their activity, and that gives us a good reason to follow up. I look at the reports on a weekly basis, and my B2B and retail team look at them as well.

If I notice that someone has not talked about a lead in a weekly meeting, but Opentracker has flagged the lead, then I'll bring that up.

The Results

There's a big trend towards sustainability and rightly so. I think the biggest challenge for sustainability companies is they don't have the same budget as, you know, Kleenex. These billion-pound companies.

We want to get brand visibility, but what's the best way to achieve this? How do you create the brand awareness? What's creating the best Return-on-Investment, if I'm going to spend across channels.

There's a lot of noise and it's really important to cut out the noise and look at real numbers. We are achieving this with Opentracker.

We love great stories!



Yesterday I actually had a very large pharmaceutical company we're not even speaking to or we haven't been in touch pop up. They've obviously just been onto the website, doing research so I was like okay well let's let's go and find the buyer and reach out. There's a good chance that it is either the sustainability person. So it's also giving us business!