

## CUSTOMER CASE STUDY

# Manufacturer Creates Five Opportunities After Campaign Launch With Sugar Market

Cataract Steel (CSI) is a worldwide leader in the design and manufacturing of heat transfer equipment. Founded in 1977, CSI serves the heat transfer needs of customers across a host of sectors, including chemical, power, petrochemical, and air separation. Their three unique production facilities offer 120,000 square feet of machining and manufacturing space in the Niagara Falls area, producing custom heat exchangers for the air compressor, natural gas electric power, and chemical production industries primarily.

## The Story

Established in 1977, Cataract Steel spent 39 years expanding its business solely relying on word of mouth and their network of independent sales reps. They did not have an official marketing department in place. They kept track of customer contacts and other relevant data manually in various ways, including outlook files, spreadsheets, etc.



## Industry ///


Chemical Production

## Location ///

Niagara Falls, NY

## Website ///

[www.cataractheatexchangers.com](http://www.cataractheatexchangers.com)



In recent years, however, they realized the manufacturing space, their business, and its customers were changing. Looking to expand their marketing efforts, CSI sought to find a better way to get in front of and market to new, viable prospects. Without an official marketing team to drive their marketing strategy, CSI needed a partner that could not only provide a tool to enhance and streamline their efforts but also operate the system for them as well. CSI was looking for a “Do It For Me” (DIFM) approach rather than a DIY technology solution.”

The moment I was introduced to the team at Sugar Market, it was an ‘aha’ moment,” said Scott Costanzo, CEO of Cataract Steel. “It had the features we were looking for and, most importantly, a team of experts to run the system for us.”

## Results

After meeting with the Sugar Market team, CSI invested in Sugar Market’s marketing automation platform in August 2016. CSI also signed onto Sugar Market’s Managed Services program. The marketing automation solution added to their technology stack, and CSI now had a team of Sugar Market experts to run campaigns through the system for them.

“The managed services offering is essentially what sealed the deal for us,” recalled Costanzo. “With Sugar Market’s managed services team running campaigns for us, requiring minimal effort on our part, I immediately realized the potential for quick ROI. If we could get in front of one viable person and drive one opportunity, then we’ve essentially paid for the solution.”

Upon implementation, Cataract Steel worked with Sugar Market’s managed services team to create a marketing campaign to announce a new product line. The campaign – including product features and use cases – was sent to a list of contacts, immediately spiking interest in their niche market. Within a few weeks of launching the campaign, Cataract Steel was able to track engagement and created five new opportunities off the bat.

**“Sugar Market’s services gives us a team to consolidate, store, and streamline our data, hold our reps accountable for their qualified leads, and create a defined cadence for the sales process. Sugar Market’s services program gives us a team of experts to drive our campaigns with minimal effort on our part, increase our brand recognition, open up doors, and create new opportunities.”**

**– SCOTT C.,**  
Chief Executive Officer,  
Cataract Steel

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## About SugarCRM

SugarCRM is how marketing, sales, and service teams finally get a clear picture of each customer to help businesses reach new levels of performance and predictability. Sugar is the CRM platform that makes the hard things easier.

Thousands of companies in over 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work. Headquartered in Silicon Valley, Sugar is backed by Accel-KKR.

To learn more visit [www.sugarcrm.com](http://www.sugarcrm.com) or follow [@SugarCRM](https://twitter.com/SugarCRM).