



# Drives ROI 70x with PFL

The Proof is in the Hot Sauce



PFL helped Cornerstone bring **tangible marketing** to digital campaigns.

## 70x

Unprecedented success with **70x ROI**.



Tangible marketing works by **fully integrating** into digital processes.



“When it comes to B2B marketing, marketers tend to get so focused on the accounts that we forget we are still selling to individuals.”

- Alyssa Zarouk, Cornerstone

Cornerstone closed more deals by sending prospects handcrafted hot sauce.

Yes, hot sauce. The problem? It took too much time to pack and ship and attribution was impossible. They wanted tangible marketing to be as **easy, reliable** and **accountable** as digital channels.

PFL's SwagIQ® for sales teams and Tactile Marketing Automation® for the marketing teams allowed fully orchestrated sales and marketing:

- Sales reps send 1:1 personalized swag with a single click.
- Dimensional mail added to evergreen campaigns, triggered by user behavior.
- Easy to use one-click functionality to send a physical package.
- Real time delivery notification for instant follow-up.
- Full integration into CRM and MAP tech stacks.

180 meetings

70x ROI

\$13.5M pipeline

160 opportunities



### PFL + CORNERSTONE =

- Real attribution for tangible marketing
- Automated dimensional mail
- Personalized swag for sales
- Goals met, goals crushed