



PURESPECTRUM

Winning Sales
Pitches with
Rapid Insights and
Analytics from
PureSpectrum

Client



SILGAN
DISPENSING

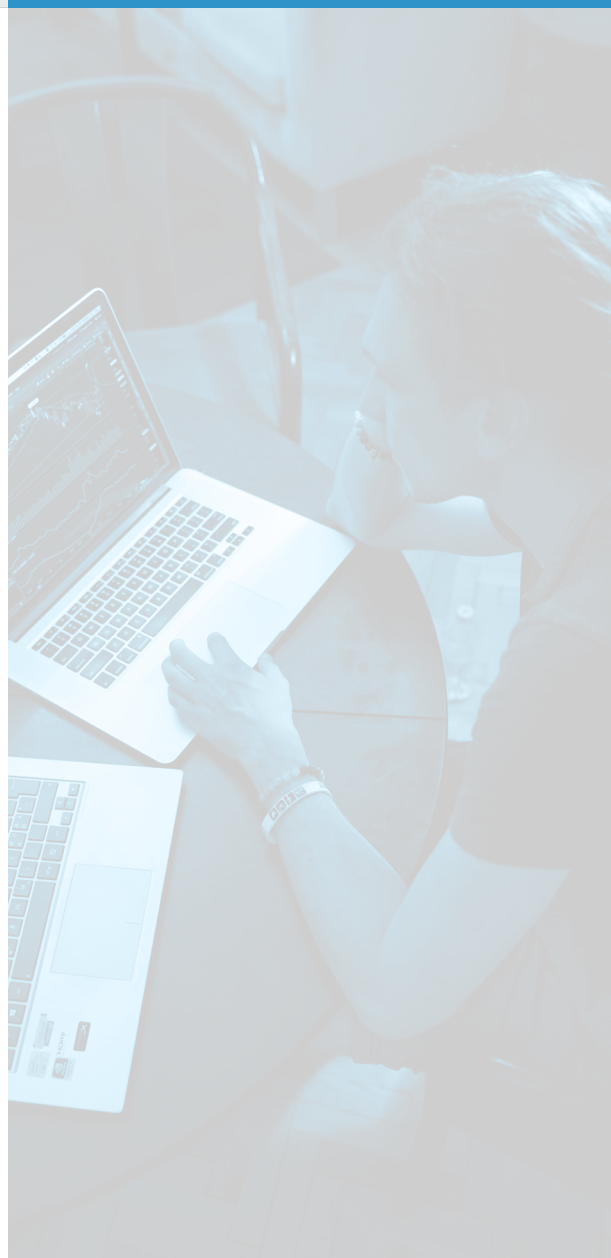


Silgan Dispensing is a leading consumer packaged goods provider based out of Richmond, Virginia. Silgan utilizes consumer insights to guide its marketing solutions for luxury beauty, healthcare, and household cleaning dispensers.

Challenge

A new contract dependent on a 24-hour turnaround

Silgan Dispensing is known for the high quality of its in-depth market research on aesthetic preferences and consumer habits. Before partnering with PureSpectrum, the process to set up research required two weeks or more of planning. Recently, when a client requested a specific audience survey completed in time for a sales pitch, Silgan Dispensing knew they needed quality results within 24 hours to win the contract.



Solution



Expert account management and multisource, quality-first platform delivered results

Silgan Dispensing contacted their PureSpectrum account manager and immediately received hands-on support to field the necessary survey on the Insights Platform. The platform is integrated with PureSpectrum Marketplace which combines proprietary measurement tools and third-party data validation to quickly collect high-quality insights. The Insights Platform dashboard updates in real-time, giving users immediate access to their data.

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“Using the dashboard was easy and intuitive: I could check in during my surveys, view the data as charts and graphs, and help visualize the numbers. The platform is reliable, nimble, and efficient,”
Olga Bates, said.

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Within 24 hours, Silgan had the high-quality insights the client needed and went on to win the contract at the next day's pitch meeting

- *“The results were delivered in less than 24 hours. I sent it in time for the sales presentation and it was very successful. Long story short, we got the data we needed which played a huge role in closing that sale. If I couldn't get this information in less than 24 hours, if I didn't get immediate support, it might not have happened.”*
- *Since the company's switch to the PureSpectrum Insights Platform, Silgan Dispensing receives prompt responses and updates about project setup and progress. “We have offices in the U.S., Asia, Europe, and Latin America. When you're coordinating research projects on a global level, it gets really complex,” Bates said.*
- *“I feel like with PureSpectrum, I never have to worry. The customer service is always on top of their game and, from my experience, goes above and beyond to ensure customers are happy.”*

Results:



Increased project capacity and partnership growth

Over the span of the nearly six-year partnership with PureSpectrum, Silgan Dispensing has successfully fielded many projects on the Insights Platform, resulting in increased demand for new projects, and market expansion. Silgan Dispensing's clients have noticed the growing capacity and given Silgan additional business in new markets as a result. With the help of PureSpectrum's tools and team, consumer surveys are completed efficiently and accurately, with consideration of regional dialects and cultural preferences.

"The PureSpectrum Insights Platform works so well, and so quickly, and so efficiently, it's just highly appreciated," Bates said. "The PureSpectrum team is always ready to go and always delivering — it makes a big difference. It's intangible, it's in the attitude, they make my work easy."



Olga Bates

Global Manager, Marketing Insights
Silgan Dispensing



Partnership Highlights

Expert support:

Hands-on project assistance with fast response time for project set-up through completion

Quality and Delivery:

Quick turnaround on urgent projects, with no compromise on data quality

Increased capacity

Survey accuracy won new clients and drove market expansion

What PureSpectrum Provided

The Insights Platform dashboard automatically creates charts and graphs to help visualize and track data in real-time

Expert account management with fast response time to facilitate project set-up, fielding, and completion

Advanced targeting to pre-qualify respondents resulting in better conversion and filling harder-to-reach quotas



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