

The LEADOUS logo features the word "LEADOUS" in a bold, sans-serif font. The letter "O" is replaced by a circular graphic with a rainbow gradient. To the left of the text is a vertical bar with a similar rainbow gradient.

Case Study: Remote Technologies Inc.

Overview

RTI (Remote Technologies Inc.) is a leading control and automation solutions provider serving residential and commercial markets. RTI enables integrators and end users to control lighting, AV, security, and environmental systems through intuitive interfaces and automation workflows.

Challenge

RTI's marketing operations were limited by fragmented systems and manual processes. Their existing marketing platform lacked visibility into the customer journey and couldn't support the segmentation or automation needed to engage resellers and end-users across channels.

Key issues included:

- Disconnected CRM and marketing data
- Lack of cross-channel visibility into campaign performance
- Inconsistent lead flow and partner communication

Solution

Leadous partnered with RTI to implement and optimize Adobe Marketo, integrating it directly with RTI's CRM and digital ecosystem. The engagement focused on creating a unified marketing foundation and enabling RTI's internal team to execute campaigns efficiently.

The Leadous team:

- Designed and deployed a scalable campaign architecture in Adobe Marketo
- Integrated RTI's CRM and web platforms to unify customer and partner data
- Created automated nurture workflows and cross-channel campaigns
- Trained RTI's team to manage campaigns independently while maintaining data governance.


Results

Within three months of implementation, RTI saw measurable improvements across marketing performance indicators:

- **32% increase in lead-to-MQL conversion rate**
- **Reduced campaign launch time by 40%** through workflow automation
- **Improved partner engagement** via segmented, personalized communications
- **Single-source visibility** into performance across all email, web, and partner channels

Leadous Impact

By aligning Adobe Marketo with RTI's business goals, Leadous transformed RTI's marketing from manual to measurable. The result was a streamlined, data-driven foundation that continues to power efficient, scalable marketing execution.



“Leadous helped us transform our marketing operations from a series of disconnected systems into one unified, insight-driven platform. Our campaigns are more efficient, our data is cleaner, and our team has more time to focus on strategy.”

— **Brett Stokke, Director of Marketing, RTI**

About Leadous

Leadous is a full-service global consultancy for brands that deliver exceptional experiences to the journey makers and the journey takers, helping marketers and technologists turn complexity into clarity. Leveraging strategic partnerships (Adobe, Salesforce, HubSpot, IBM, and Oracle and more) to unlock the full value of their investments. With deep platform expertise and a human-first approach, Leadous helps clients streamline operations, activate data, and transform strategies into measurable outcomes. Whether optimizing for performance, scaling personalization, or architecting for intelligence, Leadous leads with insight, precision, and partnership every step of the way.

Digitally transforming the way marketing connects with people.

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