



60% Faster Website Builds For Titan's Marketing Team

 **Industry:**
Technology

 **Customer Since:**
2015

 **Products:**
Enterprise Suite

 **Features:**
Forms, Portals, Automation

COMPANY BACKGROUND

[Titan](#) is a Salesforce First Web Studio for building forms, portals, documents, eSignatures, surveys, CLM, and automated workflows. With bi-directional Salesforce sync, Titan helps teams keep data accurate, reduce tool sprawl, and scale digital processes across every industry. Within Titan, the marketing team leads positioning, content creation, campaign execution, branding, video production, customer success stories, product launches, event marketing, and demand generation across the product suite. The team works closely with other departments to produce high-volume assets across web, social media, campaigns, events, sales enablement, and video.

TITAN'S CHALLENGE

For lead generation forms and landing pages, Titan's marketing team wanted to avoid a multi-system setup. Website updates also took longer than needed. Simple pages required design, content, development, QA, staging, and publishing. The team also needed advanced routing logic on the website. For example, distinguishing between customers and new inquiries, routing people appropriately, displaying guidance, and triggering follow-up actions. Titan's marketing team also needed live visibility into lead-generation performance.

TITAN'S SOLUTION

Titan Enterprise Suite was used to build Salesforce-connected experiences.

Projects are embedded on Titan's website. The Contact Us page uses Titan logic to determine visitor status, provides appropriate guidance, routes requests based on Salesforce data, and triggers follow-up actions. Titan Flow and API Hub use conditional logic to send messages to the Solutions team to create or update tickets.

Titan forms collect campaign data for Salesforce, including reusable fields. Lead attribution now reaches over 90% accuracy. The team built a Titan portal for Salesforce-connected lead visibility, and another portal for employee services.

The marketing team also uses Titan to build POCs for customer demos.



KEY RESULTS

- ✓ **60% Faster Builds:** A web page that could take up to 5 business days through an external agency can now be previewed and completed in 2 days with Titan. That is a 3-day reduction per page, with the approved project code embedded into the website for publishing.
- ✓ **Up to \$100,000 in Software Costs Avoided:** Titan is used for lead capture, Salesforce-connected dashboards, secure portals, web embeds, routing logic, and campaign data workflows, avoiding an additional software quote of up to \$100,000.
- ✓ **90%+ Lead Attribution Accuracy:** Titan forms capture campaign data, including reusable fields like lead CID, and write it into Salesforce. Lead attribution now reaches over 90% accuracy, giving Marketing clearer campaign performance data to reuse across future activities.
- ✓ **12 Hours Saved on Data Sync:** Form and website submissions move into Salesforce through live sync, avoiding delays of up to 12 hours that can happen with other marketing tools.
- ✓ **Safer Data Sharing:** Titan's secure partner portal gives approved users access to relevant lead data, dashboards, updates, and exports while keeping Salesforce as the source of truth.
- ✓ **Daily Reporting Replaced:** Employees no longer send screenshots or manual daily lead updates. Managers can open the Marketing Hub and view live Salesforce-connected performance data.

“Titan for Titan is not just a nice slogan that we use in marketing. We actually used Titan to build our employee portal for marketing, customer success, and sales activities.” – Daniel Shufan, Product Marketing Manager at Titan.