Wintac Software Grows Sales 79 Percent with Pitney Bowes Interactive and Personalized Video

STAMFORD, Conn., May 04, 2016 - Pitney Bowes (NYSE:PBI), a global technology company that provides innovative products to power commerce, today announced that Wintac Software has achieved record sales growth by using Interactive Personalized Video to increase web conversion. Since deploying Pitney Bowes EngageOne Video two years ago, Wintac has reported a 79 percent growth in sales.

Wintac Software is the best-selling business management software for field services companies, such as HVAC contractors, plumbers, electrical contractors, cleaners, landscapers and more. As an all-in-one solution, Wintac helps organizations run every aspect of their business, from scheduling, dispatching and lead management, to estimating, accounting, payroll, inventory and more. The company's robust offering is a key selling point, however, the vast number of capabilities adds a layer of complexity to the sales process.

"Previously, we provided a generic product tour on our website," recalls Seth Hauben, Chief Marketing Officer, Wintac Software. "It was long and impersonal, and people would drop off quickly. We realized that if we could provide a tailored digital experience that talked to prospects in their own industry-specific language, we could engage visitors in more meaningful ways, which would ultimately drive an increase in sales. Pitney Bowes made it possible to deliver a high-impact digital experience tailored to each person."

Wintac partnered with Pitney Bowes to deploy EngageOne Video, an Interactive Personalized Video solution that puts users in control of their experience. Instead of seeing a cold, impersonal lead generation form, visitors to the Wintac website are engaged immediately in a friendly, two-way conversation. The platform captures information about each visitor, including name, company name, contact information and job function, as a way to customize the video experience. Visitors can easily learn more about Wintac functionality, focusing on the benefits that are most relevant to their industry and individual needs. Viewers become so engaged that an average prospect watches eight minutes of the EngageOne Video. In fact, Wintac was recently recognized by PR Daily for creating the Best Interactive Video in 2015.

"With Pitney Bowes, we've increased our leads by 65 percent since 2013 by deploying EngageOne Video," Hauben adds. "We were able to achieve this lead growth by increasing our conversion percentages. Since we launched EngageOne Video, our web-to-lead conversion percentage increased by almost 50 percent. Now our focus is on creative new ways to drive traffic."

"It's exciting to work with companies who are ready to grow," notes David Schwartz, Vice President of Software Solutions, Pitney Bowes. "Wintac Software is integrating EngageOne Video directly with their marketing automation tools to incorporate real-time data feeds. In addition to increasing leads, the leads they get are now more informed and better qualified. They've been able to nearly double their business without a large increase in staff."

To experience the interactive Wintac Software sales demo, visit http://demo.rtcvid.net/intac/

About Pitney Bowes

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global ecommerce. More than 1.5 million clients in approximately 100 countries around the world rely on products, solutions and services from Pitney Bowes. For additional information, visit Pitney Bowes at www.pb.com.

About Wintac

Wintac is the #1 best-selling software for HVAC, Plumbing and other Field Service companies. For the last 25 years Wintac has been helping businesses become more efficient, organized and profitable. The Wintac Software will allow you to run your entire business with one software, with it you will be able to: Manage your scheduling and dispatching, track recurring service, provide mobile access for technicians, job cost transparently, manage your inventory and much, much more. For more information, visit Wintac at http://www.intacinternational.com/.