



How Erase.com manages online reputation for its clients with Zoho CRM



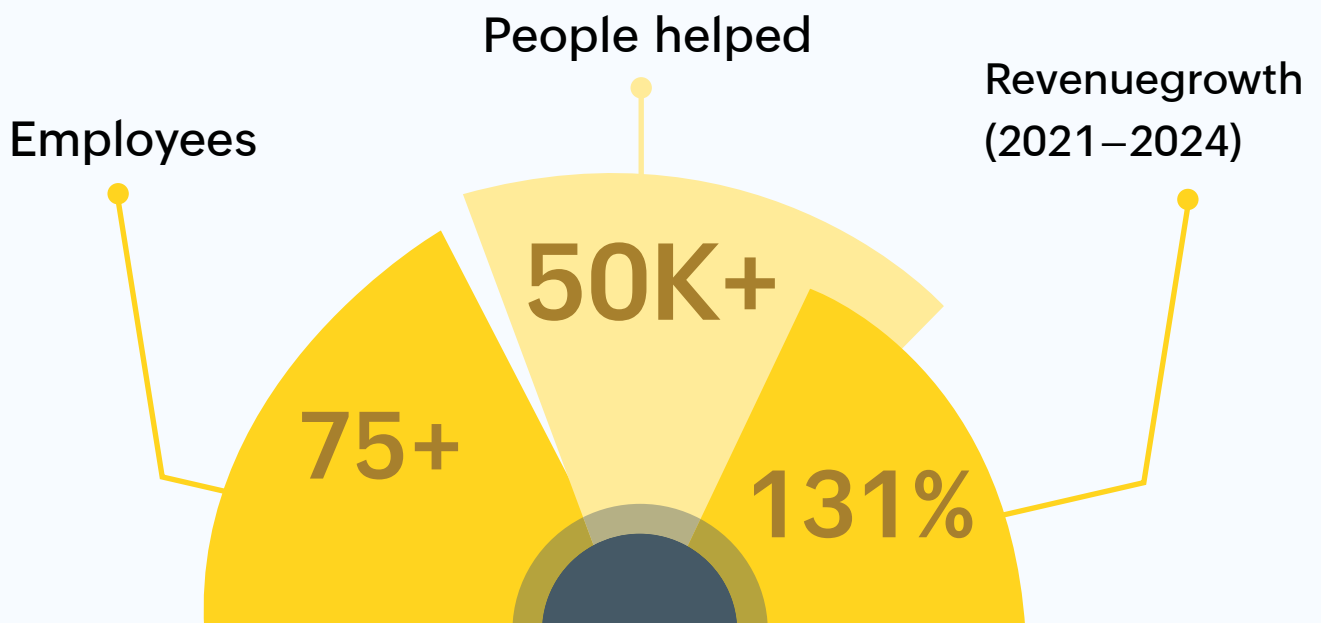
Zoho
CRM

The Company

[Erase.com](#) and [Guaranteed Removals](#) are two affiliated brands dedicated to protecting and restoring online reputations for both businesses and individuals. The company's journey began 14 years ago as Guaranteed Removals, and over time Erase.com was established as the main entity. Initially, Erase.com focused on businesses while Guaranteed Removals worked with individuals. Today, both brands manage cases across both areas as needed.

They specialize in online reputation management and link removals, and have helped a lot people address harmful or unwanted online content. This includes a wide range of sensitive information that can affect personal or professional reputation. Content removal is their core expertise, backed by teams dedicated to helping clients regain control of their online presence.

The organization continues to scale while staying focused on its mission to enhance public image and ensuring reputations are effectively managed. Their work supports businesses in maintaining a positive online presence and helps individuals overcome harmful digital content.



The Challenge

Having used Zoho CRM for nearly a decade, the team at Erase.com realized they weren't leveraging the platform to its fullest potential. Over time, as their marketing and sales operations became more sophisticated, they needed a more connected setup that could bring data from different sources together and offer better visibility into campaign performance.

Roque Rodon, Director of Operations, and Nicholas Lonski, Director of Demand Generation, were among the first to notice the gaps. A key challenge lay in tracking **lead attribution and campaign effectiveness**. Their team was running multiple ad campaigns and using different landing pages with unique forms and phone numbers—resulting in lead data arriving from various channels without a unified view. This fragmented setup made it difficult to identify which campaigns were generating the most valuable leads and where to focus their efforts. As a result, the business faced inconsistent lead quality, struggled to allocate marketing spend efficiently, and found it challenging to scale their outreach with confidence.

Additionally, reporting was largely manual. The team had to pull data from different tools to measure conversions, ad performance, and sales outcomes, which slowed down decision-making. They wanted to create a single, reliable system that could automatically capture and sync data across their campaigns and CRM, ensuring every lead and sale could be traced back to its source.

The Solution

The team recognized that while [Zoho CRM](#) was at the heart of their operations, there was room to optimize how it was being used. They wanted to streamline processes, improve data accuracy, and strengthen campaign tracking—all while keeping **CRM as the central repository** for every customer interaction and marketing insight.

With guidance from their Zoho Account Manager, they explored how integrating other Zoho applications could help them achieve a complete, connected system. What started with Zoho CRM and Zoho Forms eventually grew into a tightly integrated ecosystem powered by [Zoho One](#), with CRM remaining the foundation that ties everything together.

“Zoho One presented many apps that connected with Zoho CRM as the central repository, giving us a 360° view of our data. Having everything within the same ecosystem made things simpler—no juggling between different tools or support channels.”



Nicholas Lonski
Director of Demand Generation, Erase.com



Implementation

The implementation journey at Guaranteed Removals began with one clear goal: to centralize all customer data and marketing operations within **Zoho CRM** and gradually expand around it to build a unified ecosystem.

The team started by refining their Zoho CRM setup to ensure every lead, form submission, and campaign interaction flowed into a single, centralized system. Zoho CRM became the **foundation of their sales funnel** from capturing inbound enquiries and qualifying leads to managing follow-ups, tracking deal stages, and measuring conversions.

Before CRM optimization

<20% Lead attribution accuracy

After Zoho CRM implementation

70%+ Lead attribution accuracy

The rollout was completed in phases, allowing teams to adapt gradually and standardize processes without disruption. As adoption improved and the team became comfortable with the new workflows, they began introducing additional Zoho applications to extend CRM's capabilities and bring more customer touchpoints into the ecosystem.

“Buy-in really started once we proved that the system worked. Our goal has always been to have everything centralized in Zoho, and the difference in support and ease of use compared to Salesforce was night and day.”



Roque Rodon,
Director of Operations, Erase.com



[Zoho Forms](#) was implemented first, enabling accurate lead capture and automatic mapping of marketing data into CRM. [Zoho SalesIQ](#) followed, bringing real-time website engagement directly into CRM and creating immediate opportunities for sales reps to follow up quickly. Together, these tools helped increase form submissions and improve lead capture across the website.



5% Increase in form submissions

[Zoho PageSense](#) was then added to monitor landing page performance through heatmaps, A/B testing, and session recordings, allowing the team to optimize conversions and user experience.

These optimizations also helped improve call conversion rates by making it easier for visitors to take action.



For nurturing and retention, [Zoho Campaigns](#) and [Zoho Marketing Automation](#) were introduced. Campaigns handles newsletters and targeted email blasts, while Marketing Automation manages top-of-funnel journeys and lead magnets, ensuring smooth handoffs from marketing to sales.

This phased rollout ensured that each app **built on their CRM deployment** rather than operating separately, allowing the team to develop a connected, data-driven system that captures leads, tracks behavior, nurtures relationships, and measures performance efficiently.

Zoho CRM feature usage

Zoho CRM serves as the **operational backbone** for Erase.com, connecting data, workflows, and teams across departments. [Automation](#) plays a major role: [workflow rules](#) and [custom functions](#) qualify leads, assign ownership, and automatically junk unfit prospects. This saves time, improves conversion efficiency, and ensures the team focuses on the highest quality leads.

Much of the [customization in CRM](#) is done in-house, which Roque has found easier than his past experiences. **“I’ve worked with Salesforce before, but Zoho fits our needs much better.** It’s simple, flexible, and incredibly customizable—it’s malleable, especially with Deluge code,” he noted. “We can easily customize CRM workflows and features without depending on external developers.”

Marketing data from **Zoho Forms** is seamlessly captured in CRM, with hidden fields carrying UTM parameters helping the team understand which campaigns drive the best traffic. These details are automatically mapped to the right lead profiles and modules, ensuring every lead can be traced back to its source.

To maintain consistency and enforce clean data practices, the team also uses [Blueprint](#). This guides reps through predefined sales stages, ensures required information is collected at the right time, and ensures the entire process is uniform and reliable.

“Blueprints are an amazing process management feature. They make sure the sales team collects all the data we need and follows every step properly.”



Nicholas Lonski,
Director of Demand Generation, Erase.com



Together, these CRM capabilities have transformed how the team operates, turning Zoho CRM into a **central, intelligent system** that powers every part of their business.

Other app integrations and usages

After rolling out Zoho’s sales and marketing apps, Erase.com/Guaranteed Removals focused on strengthening analytics and data management. By integrating additional Zoho applications around Zoho CRM, they gained real-time insights and improved operational efficiency across teams.

[Zoho Analytics](#) became a cornerstone for data-driven decision-making. By connecting CRM data with sources like QuickBooks and Google Analytics, the team built dashboards to track ad performance, deal progress, and revenue trends, giving a complete view of customer journeys and campaign ROI.

[Zoho DataPrep](#) ensures data integrity by cleaning and standardizing records automatically, saving time and providing deeper insights into contract values and customer behavior. [Zoho Flow integrates CRM](#) with operational tools such as QuickBooks, automating processes like creating customer profiles when deals are marked Closed-Won.

Core marketing apps like **SalesIQ, PageSense, Campaigns, and Marketing Automation** remain fully connected to CRM, capturing website interactions, form submissions, and email campaigns in the central system.

These integrations enable automated lead tracking, accurate attribution, and smooth handoffs between marketing and sales, reinforcing CRM as the single source of truth.

“When someone clicks our phone number from an ad, a lead is instantly created inside Zoho CRM. Within seconds, we know who’s calling and can track everything until the deal closes. This real-time visibility improved response time and ensured no lead slipped through the cracks.”



Nicholas Lonski,
Director of Demand Generation, Erase.com



The team also uses **SMS Magic** for messaging and **DocuSign** for client workflows, with **Zoho Sign** under evaluation for future adoption.

Together, these integrations provide real-time visibility, automated workflows, and a unified view of every customer interaction, keeping Zoho CRM at the center of operations.


Benefits and ROI

Centralizing data with Zoho CRM

- **With Zoho CRM at its core**, Guaranteed Removals has built a unified system that connects marketing, sales, and finance data. The team now tracks key performance metrics directly from CRM, including lead source, lead creation date, conversion timelines, and deal closure rates.
- Before implementing CRM automation, the team struggled to connect leads to their marketing sources. Today, most leads are accurately attributed to their campaigns—a significant improvement from the limited visibility they had previously.
- **Workflows** and **Blueprints** have also increased internal accountability by helping to ensure no lead is lost and that every potential follows the correct sales path.

Revenue growth

The team is celebrating **significant growth over the past two years**, positioning the company among the fastest-growing startups in the country.

370% 
**Two-year growth
rate**



Boosting lead capture and conversions

Integrated Forms and SalesIQ capture leads from forms, chat, and calls, helping increase submissions and improving visibility into incoming enquiries.

Click-to-call leads are instantly created in CRM for faster follow-up.

Campaign performance and revenue impact

CRM-driven campaigns and Marketing Automation help re-engage past customers and nurture top-of-funnel leads. PageSense optimizations, such as repositioning phone numbers and adding trust signals, have also **helped improve call conversions.**

Revenue impact

For one top product, **targeted CRM-based email campaigns** reconnected with customers and **generated hundreds of thousands of dollars in additional revenue.**

Time savings and data accuracy

Automation via CRM workflows and Zoho Flow eliminated manual entry and reduced handoffs between sales and finance. Closed-Won deals now automatically generate QuickBooks profiles, saving hours of administrative work each week while ensuring data accuracy.

“As a world leader in reputation management and link removal services, we need systems that can handle scale and complexity. Zoho has simplified everything for us and made our database stronger. We also saved a lot of money doing that.”



Roque Rodon,
Director of Operations, Erase.com



Looking forward

With a strong foundation in place, the team at Erase.com is turning its attention to the future. Having centralized operations in Zoho CRM, both sales and marketing now operate efficiently, supported by a connected ecosystem that keeps data flowing seamlessly.

Next, the team plans to explore Zoho Voice and Zoho Sign to streamline communication and document management, while expanding Marketing

Automation to create a full-funnel experience from awareness to conversion. They also aim to leverage Lead Scoring and Zia AI for predictive insights and better lead prioritization, strengthening their ability to act on high-value opportunities.

As they look ahead, their partnership with Zoho remains a key part of their journey. The team at Erase.com/Guaranteed Removals shared that they continue to be impressed by Zoho's commitment to their success.

"That's something Salesforce never did. [Zoho's] team has bent over backward to make sure every ticket and every project was taken to completion."



Roque Rodon,
Director of Operations, Erase.com

