



CASE STUDY

MARKETO OPTIMIZATION AND IMPLEMENTATION AT ITS BEST

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-LAURE POQUETTE-

Summary

Marketing Automation technology can be overwhelming and sometimes even counter-intuitive. For itelligence, the challenge came with developing a streamlined process for organizing outbound strategy to compliment inbound lead flow, in a way that ensures high quality leads are passed onto sales with the necessary reporting trail to assess the relevant metrics. This is where Marrina Decisions came in...combining the right technology with their proven methodology.

The Challenges

In 2013, itelligence decided to take its marketing automation to the next level. To ensure they were maxing out all the functionality of the system they'd invested so much in, itelligence set out to intensify its campaign performance. They identified development needs in several areas including maintaining cleaner data in its lead pipeline, marketing the business through targeted messaging, better reporting capabilities, and a more efficient campaign generation system that would help launch campaigns more quickly.

Itelligence knew that they would need to address 2 key challenges for success of their marketing automation goals:

1. Optimize their current end-to-end Marketo infrastructure
2. Effectively manage their ongoing Marketo needs

They found solutions to both these challenges when they partnered with Marrina Decisions.

The Solution for Optimization...

Like itelligence, Marrina Decisions believes in the value of fully comprehending the business as a whole as well as the goals of each very unique client. Marrina Decisions early efforts, including a Business Process Workshop and Marketo Health Check/Audit, served to evaluate current systems, pinpoint speedy gains, and identify a success road map. Laure Poquette, itelligence's Vice President of Marketing, reflects, "Right away, Marrina Decisions analyzed our current business processes, goals, and Marketo setup and brought insightful and relevant solutions to the table."

To address some of the highlighted recommendations, Marrina Decisions jumped in to implement some the following improvements:

- Lead Source Capture – developed process to ensure lead source is captured for all new leads
- Revenue Success Path
- Subscription Center – created a process where leads can add or remove themselves to or from desired information; 1000 leads have utilized the Subscription Center
- Best Practice Programs – set up 8 Best Practice Programs that contain necessary components needed to successfully build Webinars, Events, Email Blasts quickly and efficiently – resulting in over 50 programs
- Database cleanup – reviewed database, removed extraneous data and recommended fields that could be appended for better data segmentation. Standardization of fields and archival of unneeded programs.
- Dynamic URL Implementation – enabled metrics on various channels, and is utilized in all programs
- Special Programs – Designed custom programs, with tracking/metrics based on user input. Designed single landing page with 20+ thank you pages, Gated and Ungated, with notifications and built-in approval process.
- Ongoing User Training – helping super user to train the entire team

Marrina Decisions early efforts also saved itelligence time by eliminating duplicate leads and helping to identify dead-end leads and those that had gone cold. "Marrina Decisions pulled out every possible filter so we'd only catch people who are true leads," says Poquette.

The Solution for Ongoing Marketo Support...

Marrina Decisions knew that itelligence needed a partner for ongoing support to enable its users to quickly set up, execute, and report metrics, and that programs would need the following key optimization pieces:

- Standardize programs for fast and easy execution
- Enable reporting metrics for program results
- Develop Support for non-standard programs

With their Extended Management Services, Marrina Decisions quickly became an extension of the itelligence team, working hand in hand to generate qualified prospects, increase sales velocity, and improve sales and marketing alignment.

Poquette says that while being trained to use Marketo involved a learning curve, Marrina Decisions provided full support and training every step of the way. “Marrina Decisions team is readily available by email and phone,” she says. “They always get right back to our team and have a friendly professionalism that is unmatched.”

She’s also been very appreciative of Marrina Decisions programs that accelerated itelligence’s ability to launch a variety of campaigns. “Because of Marrina Decisions, we have templates that allow me to get anything up and running – an email, a video, a webinar – in less than half the previous time,” she says. “I’m talking about campaigns that used to take us a day or two for each one and the system tracks our metrics and reports back.”

Reporting provided by Marrina Decisions provided a foundation for accurate marketing analytics and forecasting over time. Enabling the itelligence team the ability to forecast revenue from current and future marketing activities, Marrina Decisions made it easy to highlight the key metrics to the board and executives as well as analyze and quantify the revenue cycle over time.

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The Solution ongoing day to day services:

Day-to-day program development support and extended management services for the itelligence team on an ongoing basis also included:

- Lead lifecycle management
- Field creation, additions to forms, utilization of Progressive Profiling
- Additional reporting for specialized Programs allowing metrics based on lead journeys through the program
- Troubleshooting to address list import items and Program setup items that were not covered via Best Practice Programs
- Dynamic URL setup and reporting
- Creation of New Best Practice Programs as needed
- Thorough review of Landing Pages and Emails to ensure everything is optimized and configured for responsive design

- Program reviews before activating to ensure Programs are set up properly and reporting will work as expected
- Business process and revenue model planning

Results

More than two years into its partnership with Marrina Decisions, Poquette says the benefits for intelligence continues to grow. “Marrina Decisions helps us get the most bang for our buck,” she says. “We’re able to run a full marketing calendar with a small team and can count on the high quality work from



As an SAP Global Partner, itelligence connects with SAP from developer to CEO to achieve these results seen in efficiency gains, accelerated implementation, and business processes that create a competitive edge. With a detailed approach that always looks at what makes each business unique, itelligence helps companies get the most out of their SAP solution and IT investment.

with this system with this successful partnership.” Additional benefits itelligence has seen include:

- Business process and revenue model planning
- Decrease in email unsubscribes
- Decrease in time to qualification
- Increase in email open rate
- Accelerated campaign launch time
- Full implementation of the Marketo platform
- Consistent messaging through integrated CRM and marketing automation
- Cleaner data and stronger lead pipeline

Marrina Decisions’ dedicated professional team has brought a strong wind and a steady sail as they manage intelligence's entire Marketo system.

ABOUT MARRINA DECISIONS

Marrina Decisions works to derive meaningful value from marketing technology and automation for your business. With relentless focus on using technology to connect revenue to pipeline, Marrina Decisions fuses marketing strategies, processes, data, marketing operations, campaign execution and applications to make marketing technology solutions work for your business.

LEARN MORE ABOUT MARRINA DECISIONS

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