

Guide to **DEMAND GENERATION**



Demand Generation Consultants Emerging To Educate, Strategize & Advise Organization-Wide Automation Implementation

As BtoB organizations realize the crucial need for more efficient campaign management, it has become a mandate for marketers to subscribe to a multichannel approach that leverages best practices, education and market insight.

While the automation category has grown significantly in recent years, 2011 industry benchmarks indicate that the market is still poised for rapid growth. Adoption of marketing automation technology is expected to increase to 50% by 2015 according to SiriusDecisions.

That said, there are still a variety of disconnects in the way that organizations are utilizing marketing automation technology. While the “people, process, technology” mantra has long been automation 101, many organizations still view these tools as a “set it and forget it” fix, a mindset that prevents marketers from delivering on the value of automation.

DemandGen Report recently conducted follow-up research to follow up on the inaugural *Inside The Mind of the B2B Buyer Study*. In the 2011 installment, Nearly 25% of survey respondents said they brought in a consultant or market expert to help with the solution selection and rollout. Additionally, respondents cited the following business drivers that have increased the focus of marketing measurement:

- Pressure to justify spend (69%);
- Sales team looking for more leads (58%);
- Need for deeper intelligence into customer segments (45%); and
- Management's push for better pipeline visibility (65%).

More than half of respondents indicate that they are using marketing automation to measure marketing's impact on sales/revenue performance. For those organizations that are currently struggling to gather desired metrics for analysis, nearly 50% cited a lack of internal processes as the primary hurdle.

While many consulting partner organizations work exclusively with certain vendors and resell the technology, others are solely involved in the strategic vendor selection process.

To nurture the common implementation challenges and pain points, demand generation consultants have emerged with the primary goal of providing an

objective view of how sales and marketing teams should be aligned and coordinated to properly administer lead management, and how marketing automation features and functionality can help optimize lead generation efforts and activities.

By understanding existing silos, consultants are helping progressive BtoB marketers select and rollout the most suitable automation technology, connect disparate teams and operations to fuel demand generation.

In *The Guide To Demand Generation Consultants*, DemandGen Report surveyed consultants directly to deliver key informative insights on each organization's special focus, market approach and company data, including:

- Corporate headquarters location;
- Company inception;
- Number of customers;
- Growth rates and projections;
- Special market focus; and
- Customer case studies.

As market penetration of automation technologies continues to grow, there is a rapidly emerging transformation of the way marketers plan, manage and execute.

BtoB organizations in the early stages of implementation are challenged to build a plan for effectiveness from the ground up, which starts with “working out the kinks.” One of the bigger components of the automation process is determining the responsibilities and roles that sales teams will take on as a result of the new intelligence.

Connecting disparate teams and stakeholders is an integral component of an overall efficient automation strategy. Finding the right partner to help align these personnel is critical. Moreover, organizations should consider a consulting partner that fits their unique needs in terms of experience, specialization and services.

**Vendors are listed alphabetically and were each afforded the opportunity to share any and all relevant information on the above points. To submit your demand generation consultancy for inclusion, please contact Managing Editor Amanda F. Batista at Amanda@demandgenreport.com*

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Service offerings:

AcquireB2B focuses on driving sales with marketing automation. From small, one-time projects to running BtoB lead generation or marketing automation programs, the expert team can help BtoB marketers quickly and cost-effectively.

Special focus:

Lead management, lead generation, lead nurturing, strategic, creative and technical areas, implementation program design functionality, systems integration and custom coding.

Customer Landscape:

Primarily SMBs and divisions, groups or North American business units of global enterprises, in addition to several smaller, venture-funded, rapidly growing companies.

In general AcquireB2B clients sell big ticket or complex products or services to other businesses, professionals or the government. They often sell into situations which involve multiple or top decision makers and/or have long sales cycles.

Company Specs:

- **Headquarters:** North Kingstown, Rhode Island
- **Inception:** 2010 -Mac McIntosh Inc, The B2B Sales Lead Experts, has been in business since 1999. AcquireB2B was spun off as a separate division in 2010.
- **Employee Count:** 12
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 7
- **Vendor Partnerships:** Silverpop, Marketo, Salesforce.com and Microsoft Dynamics CRM

2011 snapshot:

A year-over-year increase in sales of more than 400%.

Case Study:

AcquireB2B helped an enterprise software company design and implement a marketing-automation-driven lead generation, lead nurture and lead qualification programs in less than 30 days. Results at the end of the first six months were more sales leads at a lower-cost-per lead (on average 70% less cost per lead) than any of their other sales lead generation activities.

AcquireB2B also worked with another company on new BtoB marketing-automation-driven lead generation, nurturing and qualification programs to get them up-and-running worldwide in seven languages in less than 45 days. This included building out all the campaigns in the MA platform, building a microsite for landing pages, creating templates for emails and landing pages, newsletters and confirmation pages and preparing the programs for launch. They have subsequently hired AcquireB2B again to assist with other marketing automation related projects on a project basis.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors does your firm support?	All, but only hands-on with Silverpop, Marketo, and Salesforce.
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



Service Offerings:

The primary mission of the **Annuitas Group** is to help clients increase their return on marketing and sales investments and improve efficiencies by developing and implementing effective lead management processes.

The consultancy rolls out this process via a three-tiered approach including:

- Lead Management Audit & Discovery;
- Lead Management Process Development & Implementation; and
- Lead Management Advisory Services.

The company also provides marketing automation selection services, campaign management and execution.

Special Focus:

The Annuitas Groups focuses primarily on the analysis, development and implementation of lead management processes. Through the delivery of the proprietary Lead Management FrameworkSM to its clients, The Annuitas Group has identified more than \$600 million in lost revenue by uncovering gaps and opportunities within clients lead management process.

Customer Landscape:

A majority of customers of The Annuitas Group are organizations that accumulate \$500+ million in revenue. The consultancy currently serves clients in the high-tech, manufacturing and financial services verticals.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting? (Specific to lead management and advisory consulting)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Company Specs:

- **Headquarters:** Grand Rapids, Michigan (with locations throughout the U.S. & Europe)
- **Inception:** 1995
- **Employee Count:** 12
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 75+
- **Vendor Partnerships:** Silverpop, Eloqua, Neolane, Marketo, Genius, Aprimo, Pardot

2011 Snapshot:

The company has consistently seen year-over-year, double-digit growth since its inception. As a consultancy, The Annuitas Group has grown its customer base by more than 25% in the last year.

Vendors Supported:

- Eloqua
- Silverpop
- Genius
- Pardot
- Neolane
- Marketo

Case Study:

With its approach to the SMB market featuring an integrated campaign that included e-mail, third-party online, web, SEO, telemarketing and direct mail, global enterprise management solution provider BMC Software sought a process that efficiently qualified and routed leads.

BMC's goal was to generate more than 4,000 leads globally per month. However, there was no current way to measure against this goal or to ensure the management of leads. This lack of process meant that 50% of all qualified leads were not being routed to sales in a timely manner. The implementation allowed marketing and sales to agree on the definition of a lead and how leads should be processed, qualified and followed-up on. Close rates boosted 7% year over year due to sales' ability to receive timely, qualified leads that were ready to purchase.



Service Offerings:

BlueBird Strategies helps clients generate leads with higher conversion potential. With marketing automation as the foundation, BlueBird Strategies executes a coordinated effort of demand generation, lead nurturing, lead scoring and lead management to increase lead velocity through the stages of the buying cycle — preparing the lead for a more constructive sales conversation.

Special Focus:

Marketing systems, lead management, marketing advisory, marketing programs, data management, marketing automation, production, lead scoring model development, demand generation planning, corporate alignment, content creation and strategy, lead nurture design and execution; landing page design and optimization, data cleansing, standardization and augmentation; lead management process, marketing automation and demand generation planning and execution.

Customer Landscape:

BlueBird serves global BtoB companies with an annual revenue of \$10 million+.

A sample of current BlueBird clients includes:

- Financial services firm - \$20 billion+ in revenue;
- Modular building manufacturer - \$1 billion+ in revenue (estimated);
- Software Company - \$650 million+ in revenue;
- IT services company - \$240 million+ in revenue; and
- Software Company - \$315+ revenue

Services Checklist

Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Company Specs:

- **Headquarters:** San Francisco, California
- **Inception:** 2010
- **Employee Count:** 10
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 25+
- **Vendor Partnerships:** 8

2011 Snapshot:

Growth for 2011 is double that of 2010, from a revenue, customer wins and talent acquisition standpoint.

Vendors Supported:

- Act-On
- Eloqua
- Loopfuse
- Manticore
- Marketo
- Pardot

Case Study:

BlueBird Strategies recently looked across 10 of its lead generation clients and identified some trends from their work with the firm:

	Before	After	Change
Leads sent to sales	1,372	1,058	22% decrease
Deal close ratio	31.3%	40.9%	30% increase
Revenue per deal	\$35,100	\$45,900	17% increase
Total marketing sourced revenue	\$14,9mm	\$19mm	30% increase

BlueBird has worked with a fast growth SaaS corporate performance management software company for more than three years. The company built and executed demand generation programs, implemented and currently manages its Marketo instance. Bluebird helped increase the company's email campaign performance by 23% and saw the conversion of leads to opportunities increase by 4.5%.



Service Offerings:

Bulldog Solutions is focused on helping organizations transform marketers' ability to deliver innovative marketing and sales programs to meet business objectives and prove marketing's influence on sales. By leveraging online demand-generation best practices, proven process and enabling technology, Bulldog helps organizations span the gap between the promise of marketing automation and the reality of its requirements.

Special Focus:

Marketing and sales strategy/alignment, program design, program execution, measurement and infrastructure

Customer Landscape:

Bulldog's primary focus is to support mid-market and large enterprise BtoB companies across a range of verticals, including: Technology (Hardware and Software), Financial & Insurance, Healthcare, Telecommunications and Publishing.

2011 Snapshot:

Bulldog has continued another strong year after growing revenue 47 % year-over-year in 2010. The company received two 2011 Stevie Awards for Sales and Customer Service in the "Demand Generation Program of the Year" and "Marketing Solutions" categories. To accommodate its continued growth, the company expanded its Austin headquarters to larger space in mid-2011. Bulldog also recently expanded overseas and opened a European office.

Company Specs:

- **Headquarters:** Austin, Texas
- **Inception:** 2002
- **Employee Count:** 55
- **Annual Revenue:** less than \$10 million
- **Customer Count:** 50+
- **Vendor Partnerships:** Eloqua, Marketo and Silverpop

Reseller of:

All major marketing automation platforms.

Vendors Supported:

Bulldog supports all major marketing automation platforms, including:

- Eloqua
- Marketo
- Silverpop
- Manticore
- Aprimo

Case Study:

CompassLearning, an educational software company, needed to reach decision makers within schools and districts and position itself as a "go-to" resource for educators. Its sales team had "lead fatigue" and there was a marketing skills gap, which left the company without certain necessary roles needed for sophisticated lead generation and qualification.

CompassLearning tapped Bulldog Solutions to develop a comprehensive plan. The plan included integrating demand generation activities to drive toward common objectives, transitioning to a new marketing automation platform, drive more sales conversions with marketing qualified leads (MQL) and the ability to nurture non-MQL. To grow and build its prospect database. CompassLearning and Bulldog Solutions developed key messages, built a message map and shored foundational areas prior to the implementation. CompassLearning reached the fiscal year goal for marketing qualified leads two months in advance, increased qualified leads by 50%. Additionally, the company experienced a 4x increase in conversion rate from MQL to sales-accepted leads.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



Service Offerings:

DemandGen is a global team of marketing automation and lead management experts, with consultants across North America and Europe. DemandGen combines quality service, business process and technology expertise. DemandGen brings a decade of experience in marketing automation and CRM to help deliver success with every engagement.

Special Focus:

Marketing automation system selection and deployment, lead management strategies such as scoring and nurturing, data management, campaign execution, revenue performance management and general strategy consulting.

Customer Landscape:

DemandGen serves clients in a variety of industries including technology, SaaS, healthcare, business services and financial services. However, a majority of the consultancy's clients are global technology firms.

2011 Snapshot:

During 2011, DemandGen has engaged with more than two-dozen new clients and anticipates double-digit, year over year growth for 2011. DemandGen was recently listed number 363 on the Inc. 500 fastest growing private firms, and was awarded the "Top 100" by the San Francisco Business Times. The company remains self-funded.

Company Specs:

- **Headquarters:** Danville, California (North America Headquarters)
- **Inception:** 2007
- **Employee Count:** More than 60 employees worldwide
- **Annual Revenue:** \$9 Million
- **Customer Count:** 200+
- **Vendor Partnerships:** Eloqua, Marketo, Omniture, Salesforce

Vendors Supported:

- Eloqua
- Marketo

Case Study:

Concur, a provider of integrated travel and expense management solutions, needed to deploy a strategy that properly targeted prospects for its different products, which focus on mid-market, large market and small business.

DemandGen International helped Concur develop a lead management process. The company also adopted the Sirius Demand Funnel taxonomy, a lead nurturing strategy designed to help organizations take leads through various stages. The sales and marketing teams worked together to define and agree on process stages, lead taxonomy and a lead scoring process. A nurturing strategy also was developed with team members dividing prospects into three different categories: suspect; inquiry; and marketing development representative working.

Overall, the company noted a greater sales and marketing alignment. The sales team can now see the communication process between marketing and prospects and add prospects to MDR. Sales is now versed on when to engage with the prospect through a nurturing program. Lead status is accurately updated on a real-time basis through a scoring program, allowing sales and marketing to keep track of the information.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



extraprise

Service Offerings:

Extraprise is a provider of revenue optimization, - database marketing and demand generation services for BtoB and BtoC enterprises that combine customer intelligence with multi-channel marketing campaigns at the right time, in the right places throughout the customer lifecycle. The company's i2i demand generation services are compatible with marketing automation and CRM solutions. Extraprise offers clients of all levels of marketing maturity the flexibility to start and grow with lead generation services to drive revenue performance.

Special Focus:

Data integration, management, customer intelligence, multi-channel campaign development and execution, marketing strategy, lead generation, nurturing and qualification.

Customer Landscape:

Extraprise works with BtoB and BtoC companies, including organizations in financial services, high technology, pharmaceutical and business services.

2011 Snapshot:

Extraprise expects to see a 30% increase in revenue, newly generated clients and 100% client retention.

Company Specs:

- **Headquarters:** Boston, Massachusetts
- **Inception:** 1997
- **Employee Count:** 40
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 15
- **Vendor Partnerships:** Eloqua, Aprimo, Oracle Siebel On Demand and Alterian

Market Focus:

The company delivers customer intelligence-based marketing databases, with marketing strategy and demand generation services. In 2012, Extraprise expects increased use of customer intelligence to drive multi-channel marketing for new customer acquisition and greater account penetration.

Reseller of:

- Alterian
- Aprimo
- Eloqua

Case Study:

A technology solution provider to enterprises sought a strategy to improve its global lead generation and nurturing programs. The client was missing significant sales opportunities due to its inability to integrate and manage campaign response and lead data across 172 international geographies and nine business units. The company tapped Extraprise's insight-to-interaction (i2i) solution to integrate more than 100 global data sources into one centralized marketing database.

Extraprise worked with the client to create business rules and to automate the processing, cleansing, standardizing, de-duping, augmenting and management of customer and prospect information. The client utilized Extraprise's services to further evolve their marketing capabilities. Additionally, a campaign management function was implemented to support data-driven, multi-channel programs, and a lead qualification and distribution process to increase revenue. The company now has an automated process for nurturing leads until they are ready to be distributed to sales, resulting in a 400% increase in their lead to opportunity conversion rate.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Eloqua, Aprimo, Alterian and Siebel
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

Service Offerings:

eVariant helps companies gain a competitive advantage with marketing automation and closed-loop reporting. The company delivers Eloqua solutions for lead generation, lead management, one-to-one marketing and campaign optimization. eVariant's digital marketing services include digital ad creation and media buying, as well as a sophisticated marketing-data warehouse that provides benchmarking insights on key response/financial metrics. The company also integrates with clients' financial data to help build marketing-data marts for attribution and ROI analysis.

Special Focus:

Solution creation for healthcare providers, payers and pharmaceutical companies. The company developed its own CRM/PRM solution for healthcare, called HealthConnect, that is built on the Force.com platform. eVariant also offers unique digital campaign and extract, transform and load (ETL) solutions for this vertical.

Company Specs:

- **Headquarters:** Simsbury, Connecticut
- **Inception:** 2008
- **Employee Count:** 53
- **Annual Revenue:** Not Disclosed
- **Customer Count:** Not Disclosed
- **Vendor Partnerships:** Salesforce.com, Eloqua, Informatica and Google

Customer Landscape:

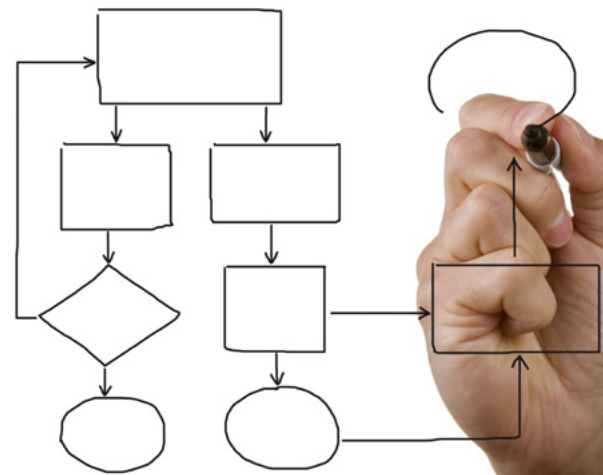
eVariant provides marketing automation solutions to software and financial services companies. In addition, the company serves healthcare providers, payers and pharmaceutical companies of all sizes through HealthConnect.

2011 snapshot:

eVariant has grown 12,000% over the past 3 years. Revenue for 2011 is expected to grow more than 100% over 2010. eVariant is nearing the close of Series A financing.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Eloqua
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>



Service Offerings:

LeadFabric helps enterprises improve their sales and marketing alignment by offering knowledge via demand gen process reviews and definitions, playbooks and SLA creation; reselling of technology that improves productivity levels of sales, marketing and how both departments work together; and through its services: demand gen services (BPO) and full service DG campaign development.

Special Focus:

-EMEA; Either EMEA Headquartered global companies or EMEA subsidiaries of NA or APAC-based companies; international or multicultural environments (internal and external); full-service sales and marketing campaign development, sales enablement services.

Customer Landscape:

Major verticals served are high-tech, industrial technology, healthcare, professional and education services, in addition to SMBs with continental (EMEA) or global focus and global operations of enterprises, such as EMEA subsidiaries of large enterprise.

Company Specs:

- **Headquarters:** Brussels, Belgium
- **Inception:** 2009
- **Employee Count:** Between 15-20
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 50+
- **Vendor Partnerships:** Eloqua Primary partner for Benelux, Eloqua Agency services partner (EMEA), Brainshark exclusive reseller in EMEA(/UK)

2011 Snapshot:

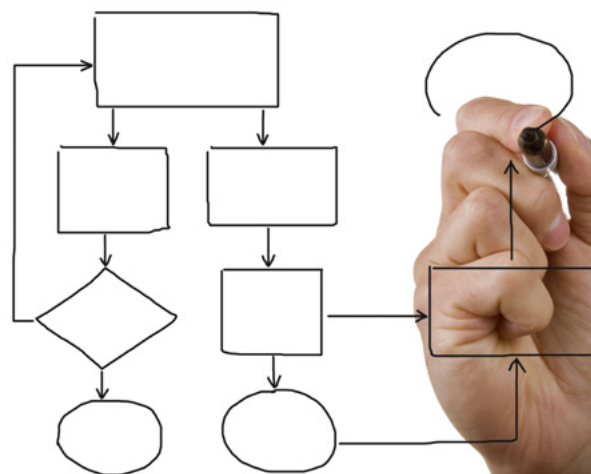
LeadFabric predicts between 200-300% growth year-over-year. Additionally, the company recently created a Dutch and German presence, and has won several global accounts, servicing in global regions including Nutricia/Danone, F-Secure and Fluke.

Reseller of:

- Eloqua
- Brainshark
- LumaCentral
- Cloud9
- Box

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Eloqua
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>





Service Offerings:

LeadMD helps businesses generate and manage leads more efficiently through marketing automation processes and technologies. With expertise in the Marketo platform and shaping a strong working funnel, LeadMD can develop, streamline and maximize lead generation programs for both SMBs and enterprise customers. LeadMD also offers holistic marketing services including marketing strategy, buyer profile development, web site design, content creation, sales process and the company's own managed services to assist clients in any area.

Special Focus:

Demand generation, lead nurturing, lead scoring, metrics and analysis, conversational marketing and web design.

Customer Landscape:

Working primarily with SMBs through mid-market companies, LeadMD serves companies that have researched marketing automation technology, know they are ready to make a purchase and start a comprehensive campaign, and want to immediately implement the program correctly. Additionally, LeadMD works with companies that have purchased marketing automation technology and are having trouble making it work for them or have lost their internal resource and need execution assistance.

Company Specs:

- **Headquarters:** Scottsdale, Arizona
- **Inception:** 2009
- **Employee Count:** 10
- **Annual Revenue:** \$2,100,000
- **Customer Count:** 65
- **Vendor Partnerships:** Marketo and Salesforce.com

LeadMD customers span verticals including technology, professional services, education, financial services and healthcare.

2011 Snapshot:

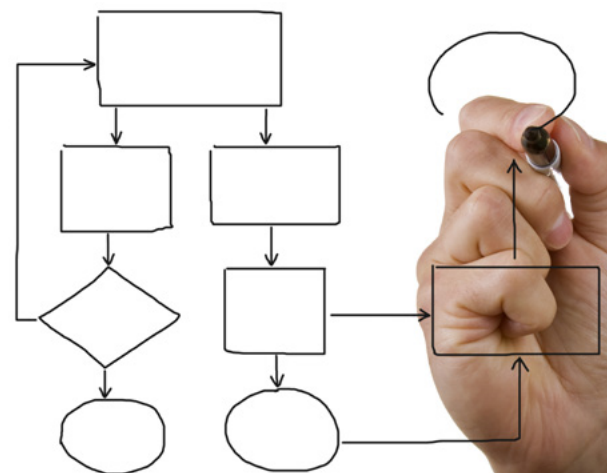
LeadMD has seen notable growth during 2011 due to increased demand for marketing automation consultancies. Revenue is expected to increase by 160% over 2010. With a current headcount that has doubled since its inception, LeadMD customers include Avectra, Microscan, Bersin & Associates, Gannett Local, Lattice Semiconductor, Tata Consultancy Services, OraMetrix, The Economist Intelligence Unit, Jefferson National and Interactive Data.

Reseller Of:

- Marketo
- Salesforce.com

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Marketo
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>



Service Offerings:

Left Brain DGA is a full-service demand generation agency. Based in the heart of the Silicon Valley, the agency helps marketing organizations develop and grow successful demand generation programs by leveraging a proprietary demand generation process model – The Left Brain Model– powered by marketing automation technology. The agency delivers a full set of services that span strategy, content, technology, analytics and optimization for demand generation programs.

Special Focus:

Lead management, content marketing, demand process integration, marketing automation technology, perpetual demand generation programs, program production and program optimization.

Customer Landscape:

Left Brain DGA focuses on enterprise clients, and has experience in technology, industrial, information services, pharmaceuticals and financial services.

Company Specs:

- **Headquarters:** Menlo Park, California
- **Inception:** 2008
- **Employee Count:** 20
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 7
- **Vendor Partnerships:** Eloqua (agency partner; certified partner), Neolane, Silverpop

2011 Snapshot:

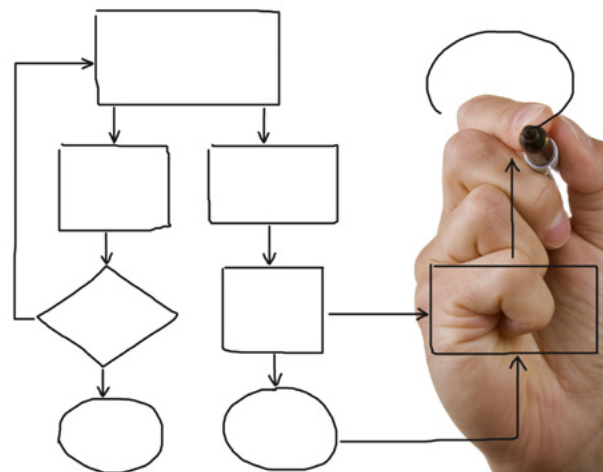
The agency expects to see nearly 300% revenue growth in 2011.

Vendors Supported:

- Eloqua
- Neolane
- Silverpop
- Genius

Services Checklist

Does your organization do implementation and rollouts?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>





Service Offerings:

The Pedowitz Group represents marketing automation vendors and provides solutions that fully integrate people, processes and technology. While the Pedowitz Group provides software licenses at competitive pricing, the consultancy works closely with its clients to fully understand their business and then, based on the hundreds of clients it serves, suggests an array of services that help ensure success.

Special Focus:

With a focus on marketing and sales automation solutions, the consultancy helps global clients execute demand generation strategies that generate repeatable, predictable and sustainable top-line revenue results. Services include strategy, system selection, implementation, creative services and outsourced demand generation for companies including Comcast, Deutsche Bank and Palace Sports and Entertainment.

Customer Landscape:

With a current client base primarily consisting of enterprise BtoB companies, the Pedowitz Group also serves a number of BtoC companies.

Vendors Supported:

- Marketo
- Aprimo
- Oracle
- Eloqua
- Siverpop

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>

Company Specs:

- **Headquarters:** Alpharetta, Georgia
- **Inception:** 2007
- **Employee Count:** 50
- **Annual Revenue:** Not Disclosed
- **Customer Count:** 800
- **Vendor Partnerships:** Marketo, Oracle and Aprimo

Reseller Of:

- Marketo
- Aprimo
- Oracle CRM Marketing On Demand

Case Study:

Egencia, a provider of travel management, was struggling to manage too many manual processes. With nearly 1,000 email templates in Salesforce, but no way to track which sales reps were using them, how often, or with what value, email outreach by sales reps was inefficient and untargeted. Segmentation also was manual and difficult: each list was pulled and then sales reps had to indicate which leads they didn't want mail to go to, which meant lists constantly needed to be rebuilt. It was taking three to five hours just to send one batch email.

After implementing a marketing automation solution, the company teamed with The Pedowitz Group to accomplish more rapidly and with a marketing team of two. With the consultancy, Egencia developed lead campaigns for cold and old leads. The Pedowitz Group contributed by recommending different paths and different acceleration through the paths, depending on lead activity.

The consultancy also advised Egencia to test emails sent out to increase optimization. The accounts campaign was focused on ensuring new accounts used their Egencia programs and received their benefit early on. By helping customers through the implementation process, the company has seen open rates as high as 35% with click rates at 13%.

Service offerings:

Televerde is a BtoB provider of sales pipeline development solutions that drive increased revenue for clients by integrating contact data, marketing automation and tele services. The company discovers, converts, accelerates and delivers sales opportunities along with actionable market insight, to ultimately help BtoB organizations improve performance of sales pipelines, net new top-line sales revenue growth, measurable return on marketing investments and sales & marketing alignment. Televerde solutions include: Exactus Contact Data Provisioning, Cleansing & Enrichment; Lead Generation; Appointment-Setting; Event Recruitment; Lead Nurturing; Sales Support; Account-Based Marketing; Market Research; Account Profiles & Relationship Mapping; Open & Closed Opportunity Analysis.

Special Focus:

Demand creation, contact data cleansing, enrichment, integrated lead nurturing, marketing automation implementation/campaign management, content strategy/development, lead and contact management and marketing automation optimization

Company Specs:

- **Headquarters:** Phoenix, Arizona
- **Inception:** 1995
- **Employee Count:** 300+
- **Annual Revenue:** \$17 Million
- **Customer Count:** 150/month
- **Vendor Partnerships:** Marketo, Eloqua

Customer landscape:

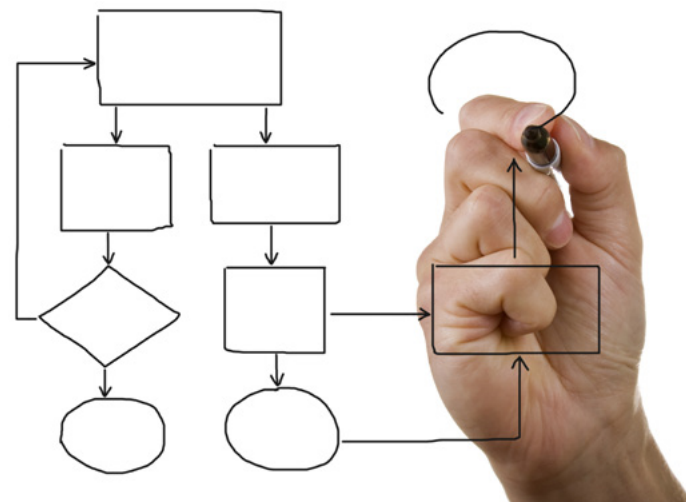
Televerde primarily serves customers in BtoB high-tech sales. Clients are SMB and Enterprise companies including direct and channel. Clients represent Fortune 50 companies and other industry-leading companies as well as high-growth start-ups.

2011 snapshot:

Televerde is currently implementing 26 unique integrated nurturing programs for 12 marketing automation clients. This represents a 75% increase over 2010.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Marketo and Eloqua
Does your organization offer basic ongoing program support?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>





Service offerings:

28Marketing provides demand generation consulting and services to improve sales and marketing efficiency. Businesses use 28Marketing to help build their internal competencies in demand generation in cases where no function exists within the company, and to help further develop their internal teams to become more effective.

Special Focus:

Tying social activity to demand generation, marketing automation strategy, lead scoring models, content marketing plans, inbound marketing activity support, inside sales training and support

Customer Landscape:

28Marketing serves companies of all sizes, from stealth mode startups to multi-national enterprises, but particularly specialize in technology, business services and financial services companies.

Company Specs:

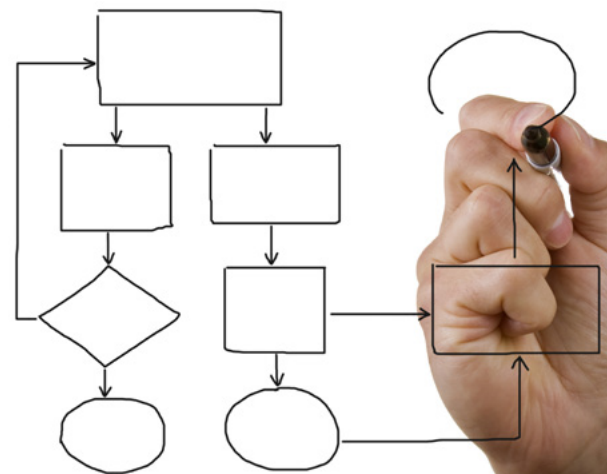
- **Headquarters:** San Ramon, California
- **Inception:** 2011
- **Employee Count:** 3
- **Annual Revenue:** Less than \$1 million
- **Customer Count:** 15
- **Vendor Partnerships:** No formal partnerships, but work with/within all the major vendors: Eloqua, HubSpot, Marketo, etc.

2011 Snapshot:

Since the company started in 2010, 28Marketing has seen a steady increase in interest. However, since the principals service accounts directly (rather than closing business and handing the project off to more junior account managers), the company limits the number of new accounts to three per quarter. 28Marketing is presently working with six companies actively to build their demand generation programs. So far, they have increased their leads by over 500%, opportunity value by more than 200% and total revenue by 27%.

Services Checklist

Does your organization do implementation and rollouts?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Does your organization do ongoing marketing strategy consulting?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>
Which marketing automation vendors do your firm support?	Any, but particular experience with Eloqua, Marketo and Hubspot.
Does your organization offer basic ongoing program support?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Does your organization serve as independent consultants to provide vendor recommendations?	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>



About DemandGen Report

DemandGen Report is a targeted e-media publication spotlighting the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial focus is the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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