THE SALES AND MARKETING ALIGNMENT AWARDS

10 Companies Fueling Growth And Maximizing Collaboration Via Marketing Automation Technology

2011

Collaboration across sales and marketing teams can be a daunting task for organizations of all sizes. However, by deploying the latest automation tools and re-engineering internal processes, companies large and small are driving revenue growth by improving campaign effectiveness, better prioritizing leads and nurturing longer-term buyers.

In its third annual **Sales and Marketing Alignment Awards**, DemandGen Report profiles 10 companies that have adopted technology and experienced an influx of top-funnel lead generation; maximized campaign development and response; and cut internal costs.

For this year's awards, winners across a broad array of industries were chosen. The 10 winners are well deserving of their accolades for their impressive ability to:

- » Significantly increase lead generation metrics
- » Eliminate manual and batch-and-blast strategies
- » Enhance marketing campaign effectiveness and extend brand outreach
- » Better identify and transfer high quality leads
- » Build rich prospect databases
- » Nurture prospects soundly throughout the pipeline

The 10 winners are profiled in quick snapshots framing how these progressive organizations are maximizing marketing metrics.

The winners demonstrate that clicks, email opens, forms completed or response rates are no longer the primary marketing metrics. With the emergence of Revenue Performance Management, BtoB organizations have embraced a new wave of measurement, focused primarily on revenue contribution and ROI.

As companies assimilate to this growing trend, sales and marketing teams are increasingly challenged to work cohesively to realign focus on demand generation, customer acquisition and retention.

By implementing technology that helps connect the efforts of both marketing and sales, the winners of the 2011 DemandGen Report Sales & Marketing Alignment Awards prove how automation can increase internal efficiency and drive company growth with next generation measurement tools and BtoB communication tactics.

Winners are listed alphabetically. Nominations were received by marketing automation vendors and BtoB consulting firms, and the winners were selected internally by the DemandGen Report editorial staff.

Company Name: Aconex
Inception: 2000
Headquarters: San Bruno, CA
Revenue: $60M

Isolating Ideal Prospects

Aconex, a Software-as-a-Service business that runs online collaboration platforms for construction and engineering projects, experienced a revenue growth driven by sales prospecting and client referrals. Marketing activity during this period focused on corporate communications and product marketing, but did not include specific demand generation programs.

In September 2010, Aconex implemented Marketo Lead Management to track and nurture prospects. Marketo Sales Insight was rolled out in May 2011, giving sales reps the ability to better understand, prioritize and interact with its prospects, directly within Salesforce.com. Aconex also tapped Jigsaw to build a prospect database, deepen knowledge of existing contacts and improve data, helping the sales team identify the true leads. Within nine months, Aconex built a prospect database of 51,000 names that matched industry and role parameters. The company also ran 35 campaigns in three languages outside of the U.S. Overall, Aconex generated a 31% email open rate and 87% in landing page conversion rates, and generated 167 sales opportunities.

Company Name: Bazaarvoice
Inception: 2005
Headquarters: Austin, TX
Revenue: Not Disclosed

Revving Up The Reporting

Bazaarvoice's Software as a Service (SaaS) social commerce solution has powered more than 190 billion customer conversations on more than 1,000 brand web sites like Best Buy, Blue Shield of California, Costco, Dell, Macy's, P&G, Panasonic, QVC and USAA in 68 countries. Prior to January 2010, the company's marketing organization took a "ready, aim, fire" approach to sales. This worked well, but in 2009, there was an increasing demand to redesign the marketing programs and initiatives to have more accountability, measurability and automation.

In January 2010, Bazaarvoice implemented Eloqua and updated internal processes to increase the alignment of sales with marketing. The sales team is able to receive daily email notifications of web site traffic, has access to a prospect profiler tool where they can drill down into prospect activity and are logging and sending emails through Eloqua for Microsoft Outlook (ELMO). Bazaarvoice has been able to maintain alignment based on weekly demand generation meetings with the marketing, sales and demand gen teams. These meetings review dashboard reports on opportunity, marketing funnel and marketing developers' marketing pipeline. Since implementing marketing automation software, Bazaarvoice has increased its quarterly number of generated leads more than 160% and tripled year-over-year growth.

Company Name: CompassLearning
Inception: 1969
Headquarters: Austin, TX
Revenue: $10M-$50M

Combating Lead Fatigue

CompassLearning is an educational software company that creates curriculum and assessment solutions. The company needed to reach decision makers within schools and districts while positioning the company 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.

To meet the challenges of generating high-quality leads, CompassLearning tapped demand generation agency 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 be able to nurture non-MQL. Lastly, the company aimed to grow and build the prospect database. CompassLearning and Bulldog Solutions developed key messages, built a message map and shored foundational areas prior to the implementation. As a result of implementing a comprehensive, integrated demand generation program, CompassLearning reached the fiscal year goal for marketing qualified leads two months in advance, increased qualified leads by 50% and identified more top-of-the-funnel leads to combat lead fatigue. Additionally, the company experienced a 4x increase in conversion rate from MQL to sales-accepted leads and developed a multi-touch nurturing plan that increased renewals.

Company Name: Concur
Inception: 1993
Headquarters: Redmond, WA
Revenue: $300M

Realizing Real-Time Visibility

Concur, a provider of integrated travel and expense management solutions, offers web-based and mobile solutions to help ensure that corporate travel is booked within company policy. Concur personnel needed to properly target prospects for the company's different products, which focus on mid-market, large market and small business. The company sought a systematic way of identifying these prospects without continually having to go through an arduous process.

Consultant firm 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 and lead taxonomy and develop a lead scoring process. A nurturing process 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. A sense of knowledge is present throughout the company, with staff members being educated on all terms. The sales team can now see the communication process between marketing and prospects. Sales is also able to add prospects to the MDR. Sales is familiar with 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.

Company Name: F5 Networks
Inception: 1996
Headquarters: Seattle, WA
Revenue: $882.0 million for fiscal year 2010

Creating Conversations And Conversions

F5 Networks, Inc., an Application Delivery Networking provider, helps integrate disparate technologies to provide greater control of the infrastructure and improve application delivery and data management. As F5 Networks' business grew more complex, the company realized the importance of optimizing alignment between sales and marketing functions. Marketing activities were generating a high quantity of low quality leads.

The company implemented the SiriusDecisions lead waterfall model to link between sales and marketing efforts. Sales would only receive highly-qualified leads that met the scoring criteria. Junk leads would be filtered and sent to automated nurture tracks. In return, sales guaranteed a rapid turnaround on contacting the lead contact. F5 tapped Neolane's conversational marketing technology. In a Fall 2010 program, the F5 team used input from the field and competitive analysis to respond to an SSL Keylength opportunity. F5 reached 50,000 contacts, generated more than 3,000 inquiries and posted approximately $5M in the sales pipeline. Today, F5 has higher-quality leads that reach the pipeline in days, rather than weeks. The company's average conversion rate has increased significantly, and has exceeded the industry average. Cost per lead is less than half of industry average ($175). F5 now measures Return on Marketing by dividing the level of pipeline revenue directly sourced from marketing activities by the cost of marketing programs.

Company Name: Kodak
Inception: 1892
Headquarters: Rochester, NY
Revenue: Not Disclosed

Pursuing Prospect Behavior

Kodak's Graphic Communications Group is a unit of Eastman Kodak Company imaging company. The Group provides commercial printers, packaging printers, publishers, data printers and enterprises with a broad portfoio of technologies, products and services. Although Kodak's lead generation efforts reached large audiences, the quality of leads was underwhelming and ROI was unacceptable.

Before addressing its lead scoring and nurturing deficiencies, Kodak described its process as "blindly throwing leads over the wall." That process has marginal returns for both the thrower (marketing) and the receiver (sales). The key to overcoming the silos of sales and marketing was breaking down any walls that separated the two divisions. To deliver tightly integrated campaigns that mirrored the prospects' changing behavior and needs throughout the sale cycle, the company implemented Aprimo's Lead Management solution, Aprimo Marketing Studio. The company noted a 216% improvement in open rates over prior campaigns and a 550% improvement in click-thru rates over prior campaigns. Kodak used analytics to understand the reason for its success, measured success of integrated campaigns against the number of closed leads to get directed sense of return on marketing investment (ROMI). In addition, the company was able to reduce campaign launch time from months to days, and added more than one billion campaign entries to BtoB prospect database.

Company Name: Paymetric
Inception: 1998
Headquarters: Atlanta, Georgia
Revenue: Not Disclosed

Pumping Up The Pipeline

Paymetric, a provider of integrated and secure electronic payment processing and tokenization solutions designed to enable companies to streamline the order-to-cash process, needed a more cost-effective solution for tracking behavior and automating lead nurturing activities. Although the company had an automation solution in place, the system inhibited Paymetric's marketing efforts with several restrictions. The solution required a full-time marketing resource and required expensive consulting resources to make small updates to the system.

In 2009, Paymetric tapped technology from Pardot, a cloud-based marketing automation solution provider. The company was able to decrease involvement in the IT department and information became more easily accessible for both sales and marketing. The sales team has better visibility into ROI from its lead generation activities — as well as the entire lifecycle of the prospect. In addition, Paymetric has doubled the amount of marketing campaigns it can execute, saving $30K annually. The company is also seeing significantly-improved results from its lead generation activities. Marketing-generated leads now account for more than 51% of the sales pipeline.

Company Name: SalesStaff, LLC
Inception: 1998
Headquarters: Stafford, TX
Revenue: Not Disclosed

Ditching The Batch-And-Blast Strategy

SalesStaff provides demand generation services for BtoB technology companies through the deployment and management of quota-based marketing programs. Although the company has been utilizing email marketing for more than 12 years, lead nurturing or lead scoring functionalities were never leveraged. SalesStaff needed a way to track prospects' online activity, score those activities and implement automatic follow-up procedures that would provide prospects with a "more personal, one-on-one option" to connect.

By implementing Manticore Technology, SalesStaff was able to develop a follow-up plan for its ideal leads and track online activities. The company also created a lead scoring model based on demographic characteristics to help its sales team prioritize incoming leads and rank them for follow-up priority. In two months, SalesStaff reached a positive ROI, increased its amount of leads per sales rep by 30-40 each week and saw a 20% increase in web visitors who contacted a sales rep directly. Prior to the implementation of Manticore, SalesStaff would do tasks manually and used batch-and-blast email marketing. Lead scoring gave its sales team the ability to focus on the leads that had the highest probability of closing, improving their productivity and conversion rates.

Company Name: Skype
Inception: 2003
Headquarters: Palo Alto, CA
Revenue: Approx. $850M

Deeper Demand Without Added Staff

Skype, a software designed to enable individuals and businesses to communicate and share files, sees approximately 80% of its revenues derived from business purposes. However, business users and co-workers are not aware of the benefits of using Skype as a company standard for collaboration. The company's goals have been to increase awareness with key business decision makers to improve business productivity to complete tasks effectively.

After implementing eTrigue DemandCenter, Skype has generated more than 65 registrations per in-person event without adding additional cost or program management. In 45 days, the company successfully launched enterprise programs in four regions, generating an increase of more than 650% in qualified leads for its enterprise sales team. Marketing automation has enabled Skype to generate more programs, collect and nurture marketing leads through online communications and real-time activity tracking. Currently, Skype is managing more than 4 million contacts using eTrigue DemandCenter, which enables targeted campaigns with tools for reporting, an integration with Salesforce CRM and support for multilingual audiences. While maintaining the same small marketing support team, Skype has seen a consistent increase in the amount of qualified leads in the pipeline. The company estimates it has been able to generate 400% more demand generation and nurturing programs without having to add additional support staff.

Company Name: USA Financial
Inception: Not Disclosed
Headquarters: Ada, Michigan
Revenue: $35M

Upping The Sales- Accepted Ante

USA Financial is an insurance and annuity wholesaler and securities broker dealer to the independent financial advisor market. Even though USA Financial's marketing team was delivering hundreds of leads to sales every month, it was difficult to determine whether or not the leads were delivering quality leads. There was no insight in the effectiveness or ROI of its marketing programs, nor were they integrated with sales technologies. The ongoing result was frustration within both marketing and sales.

The company tapped The Annuitas Group to help build a lead management process that included database segmentation, lead qualification, lead scoring and lead nurturing. Surveys powered by automation technology from Silverpop were used to ask incoming prospects qualifying questions that captured demographic data, singling out prospects that do not meet certain criteria. Because sales appreciates the value of the leads marketing now delivers, the relationship between marketing and sales has become much more collaborative. The marketing qualified to sales accepted status increased 13% in conversion, 43% increase in closed sales conversion rate and the company noted a 25% increase in revenue.

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 focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

Contact Us

DemandGen Report

411 Route 17 South, Suite 410
Hasbrouck Heights, NJ 07604

1.888.603.3626
info@demandgenreport.com
www.DemandGenReport.com