



# RUNNING AN INTELLIGENT MARKETING DEPARTMENT

ANALYST

**Moira Smalley**

## THE BOTTOM LINE

**Despite the hype around intelligence, only five percent of customers feel their marketing departments effectively leverage advanced analytics, machine learning, and predictive intelligence.** Nucleus talked to one commerce service provider that is driving results with Marketo and EverString's intelligent capabilities, increasing business from top-tier accounts by five percent, and quarterly revenue by 15 to 20 percent.

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There are three reasons that so many users of marketing software have not leveraged marketing intelligence effectively: customers do not know how to put it into practice; their solution lacks intelligent offerings; and customers are unsure of the value a more intelligent marketing department would deliver. As executives increasingly expect quantifiable metrics and data-driven decision making, however, marketers will soon have to bite the bullet and make marketing intelligence a top priority. Nucleus interviewed one company that is already experiencing the benefits of a more intelligent marketing department to demystify marketing intelligence and demonstrate the value it can deliver.

## THE IMPLEMENTATION

Nucleus interviewed a commerce service provider that implements, optimizes and maintains Salesforce Commerce Cloud, SAP Hybris and Magento commerce deployments for other companies. Toward the end of 2015, the company implemented Marketo, integrating it with their pre-existing customer relationship

management (CRM) solution to support basic campaign execution. In 2016, the company shifted focus to running a more data-driven, results-oriented marketing department. They implemented EverString for its advanced analytics and predictive marketing capabilities, and began utilizing more of Marketo's advanced functionality to improve lead targeting capabilities.

## THE BENEFITS

A more data-driven, intelligent marketing department has led to quantifiable benefits for the commerce service provider. The top benefits the company has experienced with Marketo and EverString are:

- Improved sales effectiveness. EverString customizes lead scoring models for its customers that track tens of thousands of metrics per account – such as revenue, company size, social presence, technology adoption, and characteristics of the management team – and rescores every lead in the company's database based on that model. When the company applied this model to its database, it learned that 87 percent of its business was coming from top tier accounts, yet most of its internal resources, including 65 percent of its sales team's time, were being allocated to mid and lower tier accounts. The company reduced the amount of time sales committed to mid and lower tier accounts by 30 percent, enabling sales to focus more attention on top tier accounts. After one month, the amount of business coming from top tier accounts increased by 5 percent.

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- Increased number of leads and opportunities. The commerce service provider measures the effectiveness of their marketing department based on the number of opportunities they create. By enabling the company to run more intelligent campaigns, Marketo has improved the marketing department's ability to generate more contacts and opportunities. Since its launch, the company increased the number of contacts in its database by over 600 percent, and increased the number of new opportunities per quarter. The company gains 25 to 35 new opportunities per quarter, which account for 15 to 20 percent of its quarterly revenue.

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- Improved targeting capabilities. EverString and Marketo have improved the commerce service provider's ability to understand what leads to target, and at what point in the pipeline to target them. Previously, when the company hosted a webinar, for example, it assumed all attendees were high quality prospects. All prospects were targeted, but very rarely did the webinars lead to revenue. With Marketo's revenue cycle analytics, the company could identify the stages of the sales cycle and tell which prospects from webinars were marketing qualified. After 30 days of targeting webinar leads more effectively, the company increased sales revenue by \$150,000.

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## **CONCLUSION**

Even though few customers feel as if they are leveraging marketing intelligence effectively, most consider it a top priority. Within the next few years, we expect that most companies will have incorporated intelligence into certain aspects of their marketing processes, and that those companies who do not prioritize it will struggle to connect with their customers and fall behind the competition.