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I arrived at Changepoint in the spring of 2011 to find the organization in the final stages of the buying cycle that would result in a significant investment in marketing automation with Marketo, an investment that had yet to demonstrate the value it could bring when properly leveraged.

In Demand Spring we found an organization of demand generation professionals who, based on their extensive experience and reputation, we knew we could trust. We saw in Demand Spring what we value in our own organization— its people. They were an immediate fit with our organization’s culture and style, quickly understanding how we work, instilling confidence that they’d deliver on what was needed, when it needed to be done.

Demand Spring showed us how our Marketo implementation should work based on our specific business needs. By systematically taking us from crawl, to walk, and when we were ready, to run. Demand Spring helped us unlock the true value of our Marketo investment and share the benefits across the rest of our organization.”



WHY WE CHOSE DEMAND SPRING

– Heidi Riffert, Changepoint,
Global Marketing Director

About Demand Spring

Pipeline is oxygen for your business. We help organizations breathe easier.

Demand Spring is a demand generation consultancy that helps marketing organizations improve their ability to build and progress sales pipeline.

Our three integrated service lines – Strategy, Content, and Technology – help clients optimize all elements of demand generation.

Our extensive client-side experience with organizations like IBM, Yahoo!, and Cognos provides unique insight into the challenges marketing executives face when building repeatable, scalable demand generation models.

At Demand Spring, we take a pragmatic approach – we won't try to boil the ocean in a day, nor will we take six months to deliver a cursory consulting document. Refreshingly, we strive to deliver meaningful results within 45 days of our initial engagement.

Happy Demand Spring clients include Adobe, Amdocs, Canon, Changepoint, Constant Contact, Esri, Four Seasons, Halogen, hybris, Progress Software and 360pi.



INDUSTRY:
Information Technology

EMPLOYEES:
170+ employees worldwide

At Changepoint, Global Marketing Director Heidi Riffert knew it was time for change. Time to re-energize the performance of the organization's sales funnel, to take full advantage of existing marketing assets by employing an automated, yet intelligent approach to her marketing efforts. It was clear that the organization's investment in Marketo wasn't enough, that best practice-based optimization was required to demonstrate the product's value.

To do so, Riffert required both strategic advice and implementation expertise – which is exactly what she found when she engaged the proven services of Demand Spring.

By leveraging the firm's extensive experience in Marketo deployments, Riffert set in motion a prescriptive set of events that would result not only in an increase in the value she would realize from Changepoint's significant investment in Marketo, but an increase in marketing performance and pipeline-based contributions.

Building a foundation

Led by Demand Spring's President Mark Emond and lead Marketo consultant Pierce Ujjainwalla (one of only 25 Marketo Champions in the world), the team's first order of business was to build a foundation, developing unique landing pages, registration forms, confirmation emails and progression statuses for each of Changepoint's 120 existing web assets.

To better measure and manage marketing performance, Demand Spring collaborated with Changepoint to build a series of mission-critical reports using Marketo's Revenue Cycle Explorer. This gave Riffert and Changepoint's management team critical insight into how each program was performing. Report types included:

- **Acquisition** – providing visibility into the programs generating the most net new leads, the total number of marketable prospects and the associated trends
- **Program Analysis** – identifying marketing program performance by the number of acquisitions, successes, and pipeline conversions
- **Opportunity Influencers** – detailing the number of leads in the pipeline directly influenced by marketing programs
- **ROI Analysis** – measuring Changepoint's return on marketing investment, highlighting cost per new name and per opportunity
- **Unsubscribes** – specifying the top 10 emails generating unsubscribes, including a perpetual report of all Changepoint email unsubscribes.

Optimizing the scoring model

To help Changepoint prioritize newly acquired leads, Demand Spring re-developed an existing lead-scoring model. With inherent errors identified and addressed, Demand Spring optimized the scoring model further by making subtle yet important changes to the demographic, firmographic, and behavioral scoring elements, along with the model's associated point values and lead handoff thresholds.

With a refined scoring model in place, Demand Spring transferred knowledge of the implementation to the Changepoint team, empowering them to manage future adjustments independently.

Lead nurturing continues

Today, Demand Spring is working to create custom lead nurturing processes to work in conjunction with Changepoint's lead scoring model. Once deployed, leads deemed not yet ready for tele-qualification are systematically matured, while in later phases, leads are cycled through activity-based nurturing until they reach a pre-defined threshold.

According to Riffert, "Demand Spring's pragmatic, experienced approach puts demand generation best practices ahead of the wants of any one person over another, setting us up for success with our Marketo investment."