

### Data-Driven Demand Generation

“I hired GrowthFusion to build out the Marketo instance at YouSendIt. With very little in place, they quickly set up our system and helped us get campaigns in flight, while working with me to optimize the marketing and sales process, and ultimately our closed-loop system reporting model.”

Nancy Engels  
Senior Director, Global Marketing  
YouSendIt, Inc.



## COMPANY PROFILE

Founded in 2004, YouSendIt is the leading provider of extended enterprise collaboration services with over 600,000 paid subscribers in 193 countries across 98 percent of the Fortune 500. The company's online services span from simple file sharing to a comprehensive content collaboration suite of services that allow users across an entire organization to securely share content, sign documents, and access files from any mobile device or PC. YouSendIt makes their distinction with a pure cloud-based approach, requiring the least amount of expense from enterprises.

## CHALLENGES

While the company employed 200 people, a new enterprise business play was identified: YouSendIt for Business, which included file sync and share. Historically, the primary installed base was the business-to-consumer market. However, the company felt there was a strong demand for its enterprise products and analogous attach rate to existing subscribers. Enter a new management team, new marketing team, and a dedicated enterprise sales force.

The fundamental question needed to be answered, “Was it worth bringing leads from consumer side of the business over to the enterprise side?” On the consumer side, SilverPop for e-mail marketing was used. For the enterprise, they knew they would need a more comprehensive solution, where much more than e-mail campaigns could be executed.

A non-negotiable requirement when choosing an enterprise solution was that the marketing automation systems would work seamlessly with Salesforce.com. Since it was a part of their AppExchange, Marketo was covered.

The main objectives were of using a Marketing Automation systems was 1) Increase monthly SaaS subscriptions, 2) awareness of B2B offering, 3) convert users from free from to paid versions, 4) measure how many leads were being generated, and 5) facilitate sales access to leads.

The primary source of lead generation was through content syndication in which leads were received on a weekly basis. This included accessed white papers, podcasts, through a network of publications including: CIO, TechTarget, and CSO. Sometimes the integrity of the data received, including various fields.

## **SOLUTION**

GrowthFusion stepped in 2011 for a six month project around the time YouSendIt established the enterprise sales play. First order of the day was to do a proper on-boarding process by implementing Marketo's marketing automation platform. The internal people who touched the various facets of Marketo instance were the CMO, Sr. Director of Demand Generation, Marketing Programs Manager, Salesforce.com Administrator, and Director of Sales.

When approaching the client, GrowthFusion's Principal, Rajesh Kadam, articulated the project into different layers, 1) demand generation infrastructure, 2) campaign and execution layer (e.g., landing pages), and infrastructure layer (SLA alerts and metrics).

Querying current business analytics data, he developed a multivariate lead scoring methodology around processing, normalizing, standardizing, and scoring. The SiriusDecisions Demand Waterfall conceptual framework is used in all client engagements and the various marketing activities are mapped to this.

Some metrics-based accomplishments, included:

- Measuring inbound/outbound flow activity across different syndication partners and tracking. This was more of an involved exercise, more so than scoring.
- Assessment of lead quality with content syndication partners, hot or cold. The "bubble up" quality leads via scoring and nurturing techniques and digital body language. This ability to access surface leads that would have not normally shown up with a proper campaign.
- Running nurture programs, which influence sales opportunities and creates more touch points effectively nurture leads. Nurture flows were based on behavior. Through nurturing found that case studies and analyst reports were the largest draw. Lead routing was then set up, in accordance.
- Refined campaigns and communication. A special campaign was designed around a file sharing company that went out of business.

The feature that was harnessed was a Revenue and Reporting Measurement feature: Revenue Cycle Modeler (now called Catalyst Model). This feature measures how leads are flowing through the demand funnel and proved great for executive-level board meetings.

When asked about why YouSendIt needed the assistance of GrowthFusion, Rajesh Kadam explained, "Marketo is like the baseline chassis of a car. What kind of transmission, color, options you place is what makes that company's scenario unique."

"I would highly recommend Rajesh to anyone who needs a marketing consultant with deep expertise in Marketo and demand generation best practices" stated YouSendIt's Nancy Engels.