



Data-Driven Demand Generation

“GrowthFusion was a fantastic resource. Whether you are looking to begin down the road of marketing automation, or you have a foundation that you need to optimize, they can easily switch gears from the basic to the advanced without skipping a beat. Their expertise in Marketo includes (but is not limited to) e-mail campaign deployment, form/landing page optimization, lead scoring and routing, and nurturing campaigns.”

Robin Richardson
Director of Demand Generation
Aria Systems, Inc.



COMPANY PROFILE

Founded in 2003, Aria Systems is the leading provider of cloud billing and subscription management solutions for Global 2000 companies. Delivered via a Software as a Service (SaaS) model, the Aria Subscription Billing Platform is the industry’s only enterprise-class solution that automates the entire subscriber life cycle for all recurring revenue models. They serve mid-market and Global 2000 including household names Disney, Pitney Bowes, Ingersoll Rand, DreamWorks, EMC, Internap, VMware, Taleo/Oracle and Hootsuite all rely on Aria Systems for fast time-to-market, low operational costs, and monetization flexibility.

CHALLENGES

Through work with a previous client, GrowthFusion was brought into Aria Systems in Dec of 2011, eight months after the initial Marketo instance was installed. Marketo was a natural choice as it, in theory, extended the capabilities of the Salesforce.com CRM that they had in place for years. In fact, Marketo being a part of the Salesforce.com AppExchange program was a non-negotiable.

Being a SaaS subscription and billing startup with market resources were limited. The employees that directly touched the system was limited to the Chief Marketing Officer, Director of Demand Generation, Director of Corporate Marketing, a Director of Sales Operations, two Inside Sales Representatives and a few field Sales Representatives. During that time, Aria also had a general purpose, all-around marketing consultant. However, due to the nature of marketing automation systems and the nuances of Marketo, in particular, a gap existed.

For example, while they did use Marketo’s e-mail marketing capabilities; many features were not used, an all too common scenario among purchasers of marketing automation systems. In addition, there was minimal lead scoring.

SOLUTION

To begin with the processes that go along with a marketing automation system were, missing something that GrowthFusion calls “demand generation infrastructure”. Demand generation infrastructure, as defined by GrowthFusion can broken down into “Lead Scoring” and “Lead Flow and Routing”. By dramatically improved lead scoring and routing, GrowthFusion created a quality rating system; lead scores were given four distinct categories: hot, warm, cold, and useless. “A robust demand infrastructure is a necessity, not a choice”, Kadam added.

Some example of attributes included “whether a person listened to a webinar”. Also, set it up where a simple checkmark, when downloading a white paper, would results in a bypass where a lead gets automatically routed to the assigned inside sales rep (Billing Expert) who would the further qualify the prospect.

“The secret sauce is not in the parameters, but how we combine it together” Rajesh Kadam, Principal of GrowthFusion. “This involves processing, normalizing, standardizing, and scoring against certain parameters, and then routing”, he added.

After a proper lead scoring methodology, the next step is lead nurturing. Respondents to a recent Marketo survey indicated nurturing flows as the most important topic to address in a training guide. Aria increased their quantity of lead nurturing to include seven lead nurture campaigns. Each was based and mapped to different asset downloads. An example was a webinar series that was baked into the nurture program.

Wrapping the whole program together involves campaign execution management. A concept in Marketo of containers gives the ability to do better ROI tracking, in particular leads generated for that particular campaign. Therefore, better overall campaign management.

To summarize the experience that Aria Systems has had working with GrowthFusion, Richardson states, “if you organization is looking for a marketing automation whiz, Rajesh is your guy”.

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