

High-Impact Growth

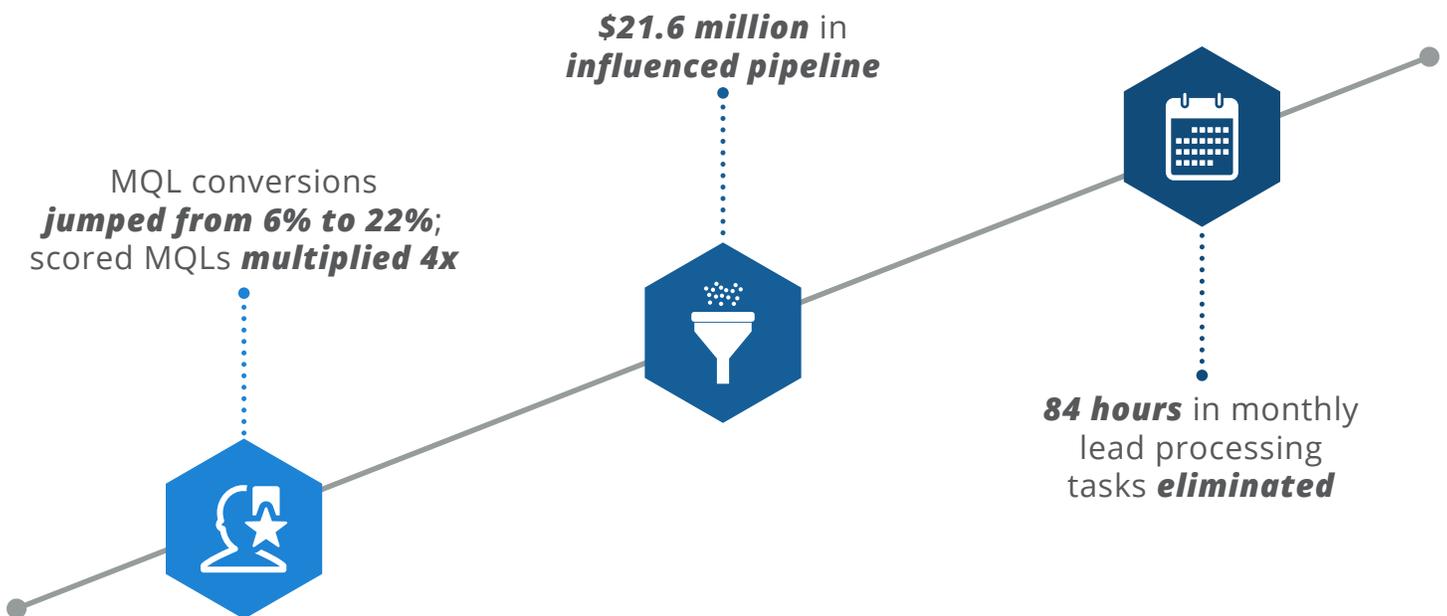
Continued Scale Shows Influenced Pipeline Grew by More Than 5X



Iron Mountain is the leading provider of storage and information management, assisting more than 156,000 organizations in 36 countries with storing, protecting and managing their information. The Demand Gen and Marketing Ops teams at Iron Mountain were spending significant time and energy sourcing and managing lead providers, processing contact data, and measuring program results – but it couldn't keep up with pipeline requirements.

Integrate's Demand Orchestration Software not only provides Iron Mountain with much-needed efficiencies, it's boosting lead volume and quality, resulting in millions of dollars in marketing-attributed pipeline.

HIGHLIGHTS



Integrate is a solution to very real problems we were having...We've seen results immediately.

Leslie Cocco Alore
Head of Global Marketing Operations & Automation, *Iron Mountain*

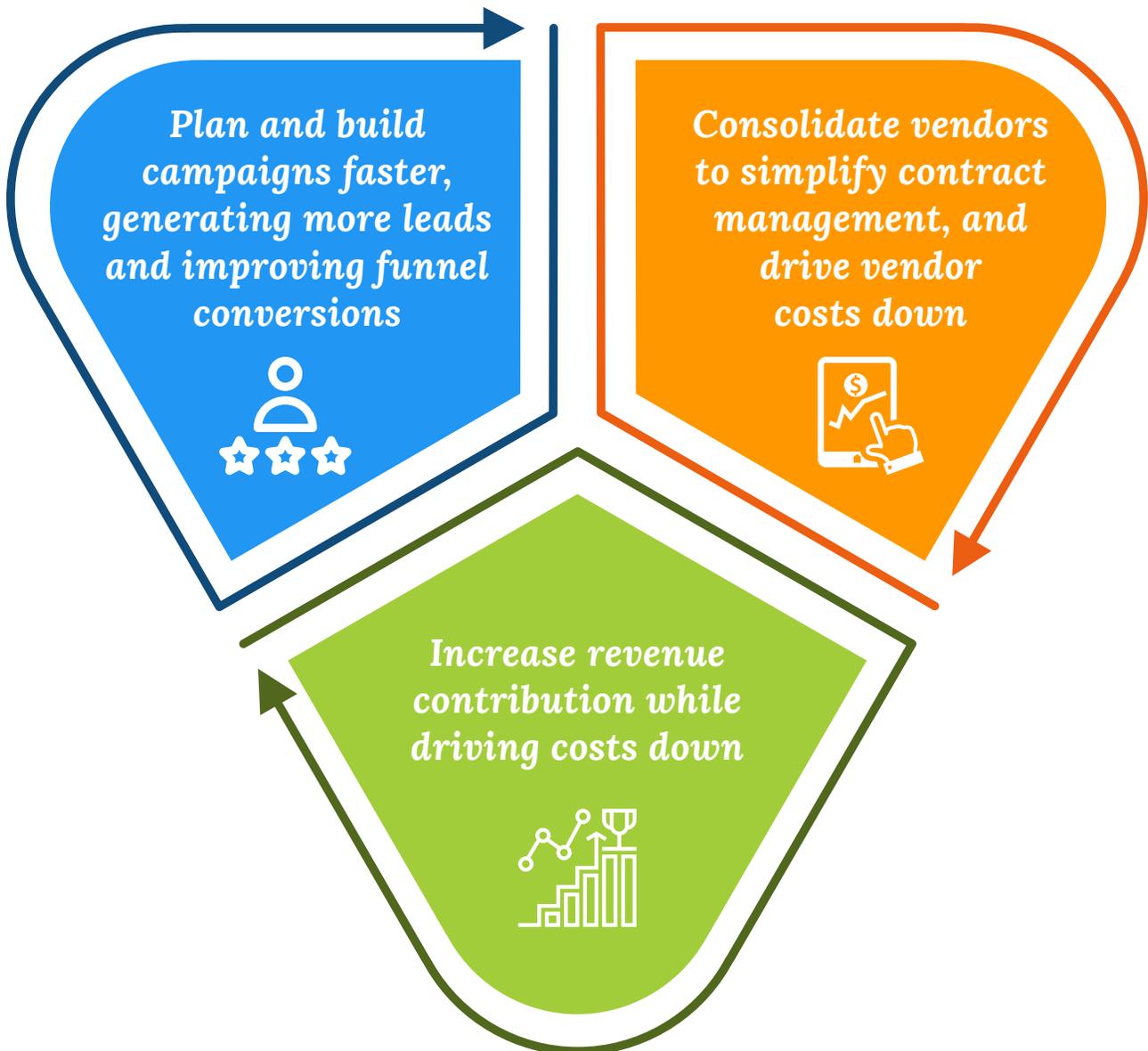
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Finding the right audience and the right vendors to work with so they could deliver quality leads was a challenge. And there was the struggle of running an entire pilot program just to discover the leads were terrible. There was a lot of trial and error and little visibility into which vendors were performing.

Rebecca Sandrue
Global Demand Manager, *Iron Mountain*

GOALS & OBJECTIVES



DEMAND MARKETING CHALLENGES

- 1. Sourcing and managing the right lead providers was difficult.** For the sake of efficiency and accountability, the Iron Mountain Demand Gen team had been required to scale back lead providers to a mere three partners across the board. This in turn created new problems – no three providers could cover Iron Mountain’s entire audience nor pipeline requirements. Consequently, program results couldn’t scale without compromising quality and visibility.
- 2. Lead processing was manual and time-consuming.** Manually verifying, deduplicating, standardizing and uploading lead files into Oracle Eloqua drained resources without ensuring data quality.
- 3. Program measurement and analysis was problematic and slow.** Using rudimentary Excel files to measure and analyze the performance of lead providers and other campaign variables was like comparing apples to oranges. It was difficult to monitor lead pacing and produce actionable insights to optimize programs.

In Marketing Operations, I was crying at night looking at all the time my team was spending manually preparing data files from all the different vendors, trying to get the data validated, loading it into the system, then running reports to see all the bounce-backs that were coming from the vendors.

Leslie Cocco Alore
Head of Global Marketing Operations & Automation,
Iron Mountain



Regardless of the media vendor, I go through the same process to test leads and use the same form. I don't have to create a new form every time we run a new program. That's a huge time saver. I just go to Integrate, set the delivery profile, and make sure everything passes through correctly.

Anne-Marie Ledou
Marketing Automation Specialist,
Iron Mountain

Integrate Demand Orchestration Software: Results to Date

1. Leveraging Integrate's Marketplace in conjunction with all its preexisting lead providers enabled Iron Mountain to scale lead generation programs quickly and easily. Moreover, centralizing all these providers allowed the Marketing Ops team to holistically compare campaign performance by lead provider, asset and other campaign variables. Campaigns are now quickly optimized to produce more qualified leads.

Scored marketing-qualified leads (MQLs) multiplied 4x



2. Iron Mountain can now standardize campaign parameters, form creation and lead delivery settings, limiting the need for numerous one-off communications with lead providers or repetitive campaign building tasks. This saves time and allows the team to onboard additional lead vendors and focus on more strategic concerns that efficiently scale program results.

\$3.8 million in influenced pipeline in less than 6 months

**\$21.69M in pipeline to date*



84 hours in monthly lead processing tasks eliminated



Lead follow-up time dropped from 9 days to under one; MQL conversion rates jumped from 6% to 22%



3. Integrate's Demand Orchestration Software eliminated numerous low-value tasks from day one. Automating lead verification, deduplication, standardization and injection into Oracle Eloqua using one API is a huge timer-saver. At 6 months, the team was saving 25 hours per month; after 18 months of scaling programs, they're saving 84 hours per month.

4. Integrate's Software automatically blocks inaccurate, incomplete and duplicate prospect data before it ever gets passed to the Marketing Ops team. This not only ensures that bad leads don't get through, but that good leads are injected into the rights nurture tracks in real time, boosting lead velocity and conversion rates.

Iron Mountain is a world leader in information management services, assisting more than 156,000 organizations in 32 countries on five continents with storing, protecting and managing their information.

Integrate is a provider of demand orchestration software, B2B marketing technology that automates top-funnel demand marketing efforts to efficiently scale pipeline.

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