

Scaling A Global Demand Center

By Automating Top-Funnel Digital Marketing

RES

RES is a global provider of technology that creates, automates and secures the digital workspace enabling anytime, anywhere access to a company's applications and services. Like many B2B marketing organizations, the RES team was spending a significant amount of budget and resources to discover and identify new prospects to fuel their sales pipeline.

To serve a global business and with marketers spread across regions, RES needed an innovative approach that would enable the organization to efficiently discover, engage and upload new contacts into their marketing automation system. The RES marketing team implemented Integrate's *Demand Orchestration Software* to deliver new digital capabilities and drive a global demand generating machine. It's improving conversion rates and cutting the cost of qualified leads while also increasing lead velocity and boosting efficiencies on a global scale – all without reducing lead data quality.

HIGHLIGHTS



Integrate software has allowed us to scale our demand effort quickly. With Integrate, it's just a lot less work and makes everything easier. And, the continuously improving results say it all.

Baker Egerton
Vice President of Marketing & Communications, RES

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GOALS & OBJECTIVES

Create a scalable, global demand generation machine



Drive down the cost of MQLs by increasing efficiency and number of lead sources

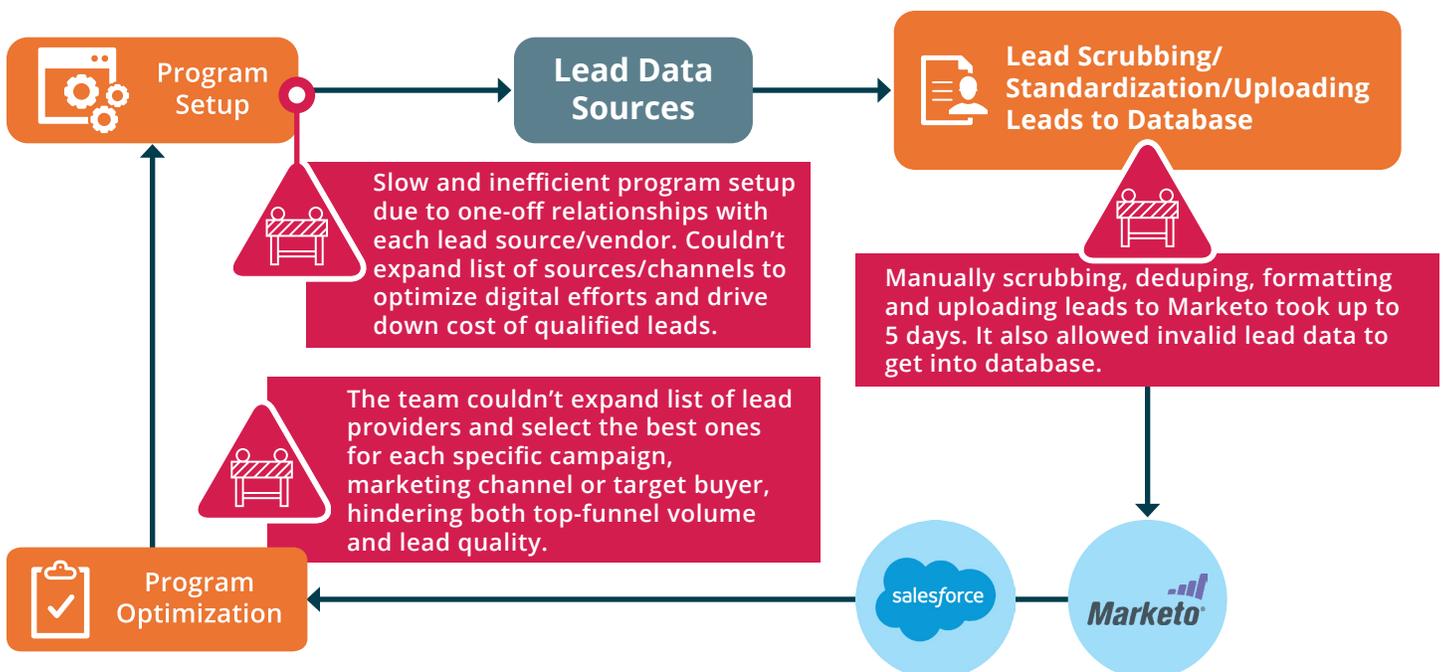


Reduce lead upload time to engage with contacts quicker and boost lead conversions



DEMAND MARKETING CHALLENGES

- 1. Increasing demand generation impact without increasing spend** – The RES marketing team knew it needed to shift its focus from events to a more balanced marketing mix (especially regarding digital). Diversifying its lead sources in an efficient way would drive down cost per qualified lead. However, identifying and effectively managing the right mix of lead sources was inefficient, draining limited resources.
- 2. Manual lead processing was a barrier to scalability** – A large reason scaling its demand generation initiative was so inefficient was due to manual lead processing requirements. Simply getting new leads ready for nurturing required the team to manually gather, scrub, standardize and inject thousands of leads into the RES marketing automation system. This usually took anywhere from 2 to 5 days, during which time a contact's interest could wane or a competitor could engage with a compelling offer. More importantly, these processes were multiplied by each new lead source the RES team onboarded, which limited the extent to which it could expand the number of lead sources generating demand.
- 3. Lacked the resources to experiment with new channels and sources** – Without the ability to increase lead source management efficiency, the RES demand marketing team couldn't expand its list of lead providers and select the best ones for each specific campaign, marketing channel or target buyer, hindering both top-funnel volume and lead quality.



We were servicing five different regions. If we wanted to scale for an 'always-on business' like ours, we had to optimize lead discovery, management and processing.

Anca Popovici
Director of Global Demand Generation, RES

Integrate Demand Orchestration Software: *Results to Date*



1. Cost per inquiry & cost per MQL cut by 40% – Integrate's *Demand Orchestration Software* blocks all the invalid, incomplete and duplicate leads that RES had been paying for. Now only high-quality contacts get through, decreasing the cost per MQL.

2. Regained 20 hours per month with automated lead processing – All the time the team used to spend processing leads to get them ready for nurturing and sales follow-up – gathering lead files, scrubbing files for duplicates, inaccurate data and incomplete leads, and uploading contacts to the database – is now automated. The team can now spend this time on more strategic initiatives that will directly affect customer and revenue growth.

3. Lead upload time: several days to under 5 minutes – Lead vendors had been sending lead files on a weekly basis, which slowed velocity drastically. Now with Integrate's demand orchestration software, leads are automatically verified, standardized and injected into the RES prospect database as soon as they're captured. Top-funnel demand automation essentially allows for precise, down-funnel nurturing – qualified leads get the content they need, when they need it.

RES provides technology that creates, automates and secures the digital workspace that enables anytime, anywhere access to applications and services. Named a Gartner Cool vendor 2015, RES delivers a people-centric approach to making technology access secure for thousands of companies around the world. For more information, visit www.res.com and follow updates on Twitter @ressoftware.

Integrate provides Demand Orchestration Software that automates top-of-funnel demand marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue contributions. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.

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