

# Refining Marketo Operations for a Leading eLearning Platform

## HIGHLIGHTS



Refined Data Quality With  
Data Normalization



Successfully Setup Multi-  
Touch Attribution Model



Improved Lead Scoring  
Set Up



Amplified User  
Engagement

## THE CUSTOMER

The customer is a leading eLearning platform and a pioneer in individualized learning. They leverage Intelligent Adaptive technology to provide an engaging curriculum and game-like environment to change the learning experience of their users.

## THE CONTEXT

The customer was using Marketo for their marketing operations but wasn't utilizing it to its full potential, which was restricting their scalability. They were struggling with duplicate data, lead generation, assets creation, also had issues with data quality, and difficulty in understanding the ROI from their campaigns.

## THE OBJECTIVES

The customer wanted to eliminate duplicate records from their database for seamless marketing to sales lead-handoff. They needed an optimized solution for lead generation, lead scoring and improved campaign assets that would not only keep prospects engaged but also convert into opportunities. They wanted to partner with an organization with extensive knowledge and expertise in Marketo that could understand the nature of their business and enhance their operations accordingly.

## THE SOLUTION

- Grazitti's Marketo experts implemented *Contact Washing Machine*, an in-house database cleansing tool that keeps a regular check on the database and segments out bad contacts like duplicate names, obsolete email addresses, etc. All the duplicates were merged or removed with the help of this.
- To improve the data quality, we established *Data Normalization* and to keep the database limit in check, *Data Purge & Automation Programs* were implemented.
- We filtered all content that was no longer required, this included old and unused templates, lists, workflows, etc. from the customer's Marketo instance.
- We optimized all existing forms and added progressive profiling functionality for better lead generation.
- We developed *Personas* based on different parameters like job title, industry, etc. To reach a wider audience and increase meaningful experiences, we created program templates for webinars and third-party events, like one-click registrations, multi registration webinars, and newsletter programs that would keep the contacts engaged. Additionally, we developed nurture campaigns to engage inactive contacts.
- We built an *Email Preference Center* to engage leads and decrease the number of opt-outs. For email deliverability improvement *Spam Monitor*, *Bounce Management*, and *NPS* programs were established. New email templates and landing pages were designed to increase engagement.
- To improve MQLs, current scoring rules were updated and negative scoring was implemented to get a clear idea of the prospects' behavior, interests, and current stage in the sales cycle.
- We introduced *Multi-Touch Attribution Model* so that the customer could evaluate their campaign performance. The model assigns credit to each touchpoint in the sales cycle.
- A/B testing for emails and landing pages was done to check which designs or types of assets provide better conversion rates.
- We also provided the customer with technical consulting for their *Revenue Cycle Model*.

## THE OUTCOME

With *Data Purge & Automation Programs* and *Data Normalization*, the customer's database was finer and there was an improvement in data quality. The customer saw an improvement in email deliverability. With the *Spam Monitor*, spam leads were filtered out, *Bounce Management* tackled email bounces and NPS programs gave valuable feedback about users. With the *Multi-Touch Attribution Model*, the customer now had clarity on which touchpoints to invest more in the future for customer acquisition. They were able to learn more about their prospects' behavioral patterns and nurture leads better through lead scoring. Engaging landing pages and email templates increased the open and click rates and user engagement increased.

