

cloudera

# Harness the Power of Synchronicity

Cloudera, PFL & Orchestration



Helped Cloudera bring **tangible marketing** to digital campaigns.

37x

Proved the tactic is well worth the investment with **37x Pipeline ROI**.



Using direct mail is about the **journey you create**.



“It’s not about what you send — it’s about the interaction you’re having with the customer by taking them through a ‘step-by-step journey.’”  
— Campaign and Demand Generation Senior Manager, Aimee Schneider

When it came to tailoring the perfect omnichannel marketing campaign, Cloudera, a cloud-optimized platform for machine learning and analytics, quickly found out that less is more.

Schneider came to that conclusion on a personal level. PFL had previously reached out to her via an orchestrated, direct-mail journey.

“The offer was, ‘meet with us, and we’ll give you a GoPro!’ but that’s nothing new to me. Marketers marketing to marketers is interesting, because we’re very aware of the process and the journey,” she added. “We liked the journey we were being taken down. The warm-up email, hitting multiple people within an organization and then scheduling the meeting with a GoPro just seemed right.”

Schneider decided to take a chance on tactile marketing automation. It was not only one of the most effective pipeline-generating campaigns of the year, but it also helped enable her field marketing team to think about how to independently deploy their own effective outreach.

## THE CHALLENGE

### Single Channel to Multichannel

Cloudera’s marketing outreach had been largely digital in the past. It consisted of outbound messaging, digital display ads, account-based webinars and physical events, including field marketing and trade shows. Schneider and her team had been considering using direct mail as a part of their future marketing mix, but they weren’t sure on the best approach.

“There is so much noise, especially in the digital world, so what’s nice about direct mail is that it’s coming back,” said Schneider. “It’s something people did 20-30 years ago, but today it provides a new channel that isn’t being considered.”

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## THE SOLUTION

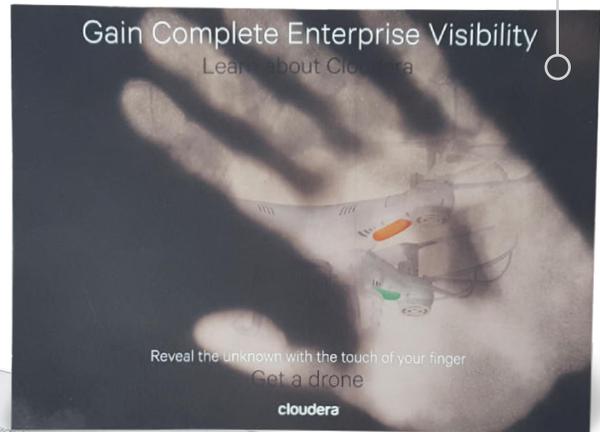
### The Pilot Program

Schneider's first run with direct mail involved a wide-sweeping pilot program across North America.

**Her goal was simple: generate pipeline.**

The initial campaign involved a direct-mail piece printed with a thermochromic coating. Once the touch of a finger exposed the coating to body heat, it revealed an offer to book a meeting and get a drone. The campaign relied heavily on the timing and outreach that Schneider admired: perfectly timed, multichannel marketing that included a warm up email, a direct mail send, follow-up from the sales team, a nurture stream and retargeted ads throughout the whole process.

Thermochromic coating is heat-activated.



As she pulled in results from that first run, she quickly came to a few, key conclusions:

- The pilot ran on the assumption that all the targeted accounts were in the same stage of the funnel. That assumption didn't reflect reality. Her future campaigns needed to speak to prospects based on where they are on their personal journey.
- Cloudera is a nimble organization. She needed a more agile approach to deploying campaigns that harmonized with their natural cadence.
- A wide sweep isn't operationally efficient and won't necessarily yield the best results.



At first we wanted to see if we could generate pipeline — and that worked— but now we want to look at things more holistically and create scalable campaigns.

— Aimee Schneider, Cloudera

## THE RESULTS

### Nailed the Goal

While there was still room to learn and improve upon future campaigns, the pilot program nailed its singular goal.

**\$3M**

Pipeline Created

**8x**

ROI

**\$700k**

Closed Won

**37x**

Pipeline ROI

## THE FUTURE

### Tactics to Empower Field Marketing

As Cloudera continues to send clever, yet simple, direct-mail campaigns, the results have served more than just generating pipeline. According to Schneider, there are a few key reasons direct mail was so successful for her organization:

- **Integration with Field Marketing**

The outbound and prospecting efforts of the SDR teams combined with follow up and a sequence of events was a game-changer and built a great partnership.

- **Personalization**

Targeting the right contacts was key, so they could be addressed directly. Collaborating with PFL and a list-validation service yielded the strongest results.

While Schneider continues to come up with new ways to work on direct mail, and is considering tactics to empower field marketing to deploy their own campaigns in the future, she can't stress enough that it has little to do with what a prospect actually receives in the mail.

"I honestly think we could have sent out vouchers!" she said. "Direct mail isn't necessarily about what's sent- it's more about the journey you create to move prospects and customers down the funnel. Couple that journey with a compelling message that addresses the recipient's pain points, and you have a winning campaign. PFL helped us streamline the overall process that we will use in future campaigns."



## ABOUT CLOUDERA

Cloudera was founded in 2008 by some of the brightest minds at Silicon Valley's leading companies, including Google (Christophe Bisciglia), Yahoo! (Amr Awadallah), Oracle (Mike Olson), and Facebook (Jeff Hammerbacher). Our founders held at their core the belief that open source, open standards, and open markets are best. That belief remains central to our values. Doug Cutting, co-creator of Hadoop, joined the company in 2009 as Chief Architect and remains in that role. Today, Cloudera has more than 1,600 employees.

## ABOUT PFL

Tactile Marketing Automation® (TMA®) complements your digital marketing with tangible mail that engages prospects and customers. Send anything you can imagine, from postcards and brochures to complex kits with large dimensional components, by integrating TMA directly with your marketing automation platform. Get noticed and drive results with TMA.