

THE PROOF IS IN THE HOT SAUCE:

Cornerstone's Creative Sends Open Doors to Unprecedented Success

THE CHALLENGE

Manual Drops

Rogue sends? Cornerstone was all about them. The leading talent management software provider already knew the power of sending tangible items to prospects. The only problem was their sales and corporate account development (CAD) teams were executing one-off sends on their own. While the sends often lead to success, they weren't being planned, strategized, or tracked.

"Our CADs were taking time out of their day to execute on manual sends rather than doing what they do best, engaging with prospects," said Cornerstone Associate Director of Marketing, Alyssa Zarouk. Cornerstone needed an effective solution that would save time, streamline effort and accurately measure results. In other words, "We were looking for a way to deliver consistent messaging, have influence over the gift itself and also find a better way to orchestrate the sends in a more efficient and trackable manner," Zarouk added.

Prioritizing time and building metrics were key. Zarouk also wanted a way to open doors into accounts they couldn't access through traditional digital campaigns. She and her team turned to **SwagIQ**® to set up multiple product catalogs in Salesforce filled with creative sends everyone could access, trigger and track.



180

meetings created

70%

ROI

\$13.5M

generated in
influenced pipeline

160

opportunities
created



THE SOLUTION

Sweetening the Deal

“When it comes to B2B marketing, marketers tend to get so focused on the accounts that we forget we are still selling to individuals,” said Alyssa. “SwagIQ added that human element into the process. We were sending a gift to a human and trying to make a more personal connection.”

Cornerstone worked with PFL to develop truly unique sends for various segments of their business. They developed an Operation game for healthcare prospects, Swedish Fish and decision-maker paperweights for education, an iPad campaign for enterprise and even a hot sauce send for mid-market prospects and clients.

“We sent interesting, unconventional, quirky gifts,” said Zarouk. “We knew that the gifts may not work for everyone but for those who did — it really got them to take notice.”

The beauty of the program was if a sales call went well, a Cornerstone rep had the freedom to trigger a send at their discretion. Whatever they sent was tracked, giving Cornerstone a more accurate sense of timing and how well the item performed.

“Our swag sends have been a great way to open up conversations and get people interested in what we do—get them to think twice about us. It also gives us the ability to time things correctly,” said Zarouk. “If we know someone is going on a vendor meeting next week we may want to drop caramels the week before to ‘sweeten the deal.’”

SwagIQ gave Cornerstone creative freedom to enter previously uncharted territory, but also a new, liberated way for sales to act upon their conversations that was quantifiable.

Swedish Fish
Kit for Education



iPad Mini Kit
for Enterprise

THE RESULTS

The Bottom Line

But how did candy, games and iPads really impact Cornerstone's financials? The proof was in the hot sauce.

"We could now understand how our dimensional mail affected the bottom line and opened new opportunities in a shorter period of time. It's the difference between closing business this year, versus next. Any shift or decrease in the amount of time it takes to move a prospect through the funnel really helps us make our numbers."

Cornerstone has also seen a **4% response rate** with their creative sends, which has helped them open doors to new opportunities. Not only that, but almost every member of the demand generation team has adopted SwagIQ.

"Dimensional mail is just one component of the ABM programs that we run. If we can unload the headache of doing things manually, and have the assurance that everything will be done just as well, it's a great benefit to us. PFL has been a very capable set of hands to get the job done and an excellent partner in our endeavors," added Zarouk.



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— Alyssa Zarouk, Cornerstone

4% response rate



ABOUT CORNERSTONE

Cornerstone OnDemand helps organizations to recruit, train and manage their people. They work with companies of all sizes to help them engage their workforces and empower their people. Cornerstone OnDemand's software impacts every aspect of the employee experience and helps people make their best work even better, which ultimately translates into greater business results.

ABOUT PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services. SwagIQ® helps you break through the clutter and engage your audience with real stuff. Use SwagIQ to send branded items, client or prospecting gifts, marketing collateral and more right from Salesforce.