

# LiveRamp Grows Multi-Channel Engagement with PFL

## SUMMARY

We're champions of real omnichannel marketing, and that means adding tangible marketing to digital campaigns. We helped LiveRamp achieve a **33% increase** in attendance for live events and a **66% increase** in sales velocity by adding automated tangible marketing to their mix. Here's how Ben Coffee, Senior Demand Generation Manager at LiveRamp, became the sultan of swag at LiveRamp, and even convinced his cowboy sales teams to give omnichannel outreach a shot.

## THE CHALLENGE

### Drive Response Rates

Coffee needed to increase attendance for LiveRamp's invitation only regional events. The events had a proven track record for lead generation, but average response rates were only 6%. Coffee thought he could get better traction. He'd seen the power of tangible marketing in the past, and added a postcard invitation to the promotional mix, but there was a problem: LiveRamp's direct mail program isn't what you'd call automated.

"It was just me, five other SDRs, a Friday afternoon and a case of beer. Getting direct mail out the door like this wasn't going to be sustainable - even if you took the beer out of the equation, but why would you do that?"

With roadshows planned all across the country, manually sending thousands of direct mail pieces several times each quarter wasn't going to cut it.

## THE SOLUTION

### Scalable and Automated Tactile Marketing

Coffee worked with PFL to implement a scalable, fully automated tangible marketing solution within Marketo. He used PFL's **Tactile Marketing Automation® (TMA®)** solution, which integrates automated direct mail into digital campaigns.

Coffee worked with a dedicated team at PFL to design a postcard, customized for each roadshow city, that triggered from within Marketo. First, prospects were sent an email and if they did not register for the roadshow in a few days, that behavior triggered the send of the personalized postcard.

**33%**

increase in attendance for live events



This kept costs down by only targeting prospects that needed the extra nudge to take action. PFL printed and delivered the postcards, completely removing the time it took Coffee's team to stuff envelopes.

That extra nudge worked with a 33% increase in responses and more actual attendees at the roadshow. Coffee's success at filling the room at roadshows made waves at LiveRamp, opening the way for the next incarnation of automated direct mail for the organization: **SwagIQ**.

## NEXT STEPS

### Sales Empowerment with Tactile Outreach

Using tangible marketing to drive attendance was a success, but could it work to close those leads as well? Coffee thought so: "I believe marketers, especially those in branding, field marketing and customer experience have always known the power of tangible marketing."

Coffee reached out to his outbound sales teams with an idea: why not use tactile sends to close more leads as well? If this were to work, Coffee would need a

solution that worked within the team's workflow, not a point solution, otherwise it would never be adopted. It needed to be personalized, with a true 1:1 approach that opens doors, brings stuck deals back to the table and delivers a world class customer experience.

The answer was another PFL solution, this one built for Salesforce from the bottom up: SwagIQ. This Salesforce solution lives inside of the CRM and brings the power of automated mail to the sales pipeline. SwagIQ makes it possible for sales reps to send kits, packages, branded swag, direct mail - anything, really - to leads, contacts. It also creates Salesforce tasks based on when the items are delivered.

Getting traction with account owners was critical, so Coffee set up an in-office swag store where LiveRampers can see, touch and drool all over the beautifully branded swag they could send from Salesforce. We aren't talking boring stuff either. Bathrobes, artisan pasta kits shipped in handcrafted boxes, branded hoodies and more. This intrigued the outbound team and they couldn't wait to start using these to get attention and close leads.

**66%** increase in sales velocity



CARRY ON COCKTAIL KIT



ARTISAN PASTA KIT

## THE RESULTS

Prospects weren't just impressed, they were truly engaged: the average number of days from initial outreach to first meeting decreased by 66%.



## Customer Responses to Swag Sends:



"Thanks so much for the coffee mug and coffee. It was a welcome break from the 3,000 emails I had to crawl through after vacation!"



A prospect that ignored every email replied after they were sent a battery charger: "The charger arrived today, thank you very much! I would be happy to connect with you late next week. How is Friday around 1pm?"



"Thank you for sending the pasta over for dinner, and also for that totally sweet box of LiveRamp gear. I did indeed outfit the team in LiveRamp clothing, and personally was dressed head to toe in LiveRamp for my election watching! I'll spare the pics ;-)"

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## ABOUT LIVERAMP

LiveRamp provides the ability to resolve all of your data across channels and devices to a single person and activate that data across any marketing channel or technology platform. This identity resolution service allows LiveRamp's clients to engage in and support people-based marketing efforts.

## 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.

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