

ScaleArc Achieves 185% of Campaign Goal with TMA™

ScaleArc relies on Tactile Marketing Automation™ from PFL to target top prospects while delivering incredible ROI and beating campaign goals by 185%.

GOALS

- Include dimensional mail in marketing mix without demanding too many resources
- Schedule and complete 20 meetings with prospects
- Create 10 new opportunities
- Deliver 10x ROI (as measured by pipeline growth)

ACHIEVEMENTS

- Integrated and automated dimensional mail solution into existing Marketo platform
- Scheduled and completed 37 meetings – 185% of target goal
- Created 18 new opportunities – 180% of goal
- Delivered 15x ROI – 150% of goal

The Mission

ScaleArc, the leading provider of database load balancing software, is building a new category of software in a crowded IT landscape. As Michelle McLean, VP of marketing for ScaleArc says, “The main problem marketers have when selling into IT is the noise. There’s just too much noise.” McLean continued, “We needed a cost-effective, scalable way to give our reps a platform for a conversation, and that can be hard to create.”

McLean and her team knew that they had to cut through the clutter. They had used mail in the past with some success, but their previous campaigns had not been as smooth or effective as they wanted.

Even a small direct mail campaign required an enormous amount of internal resources. Many of the steps involved were manual, and neither the marketing nor sales departments had visibility into the touchpoints happening during the prospect lifecycle.

To top it off, none of the information about the mail shipment or delivery was dynamic, nor available in real time. This slowed down response times from reps, and introduced too much potential for human error into the mailing and fulfillment process.

McLean knew that there had to be a better way. “Our goals were to drive more prospect engagement and get our foot in the door. We wanted to automate this process, give visibility to our marketing and sales teams and free up resources to focus on new campaigns and initiatives.”

The Campaign

A fortuitous engagement brought ScaleArc and PFL together. Once McLean learned about the potential to integrate Tactile Marketing Automation™ (TMA™) into her Marketo platform, she jumped at the chance.

“The ability for TMA to automate the incredibly manual process of direct mail, combined with the tight integration capabilities, made this a perfect fit at the perfect time,” said McLean. “It gave us a single source for details about how prospects have engaged with ScaleArc and how we’ve engaged those folks.”

ScaleArc launched a new campaign that incorporated dimensional mail as a key component, and targeted 200 of their top prospects.



The call to action was simple and effective. The dimensional mail piece contained a die-cut printout of an Apple iPad mini. If the prospect agreed to participate in a meeting with a ScaleArc rep, they would receive the iPad as a thank-you for their time.

Dubbed a “meeting maker” campaign, this program also included multiple triggered emails and follow-up phone calls from the sales reps assigned to the account. Reps were notified each time significant activity happened with the prospect, such as when a package got mailed, when it was delivered, and when a set period of time elapsed after the first follow-up call.

The beauty of the tight integration among Marketo, Salesforce.com, and PFL was the visibility it provided. Reps had real-time information about prospect interactions, and McLean and her team were able to manage the complexities of an omni-channel campaign without the huge overhead of previous iterations.

The Results

Campaign goals were not modest—ScaleArc wanted to convert 10% of their contacts to meetings, and convert half of those meetings into opportunities. They wanted to automate the process of direct mail kitting and fulfillment, and deliver a 10X ROI on the campaign as a whole.

Using their omni-channel approach and leveraging TMA, they were able to smash their goals.

The initial send went to 200 contacts, and they were able to schedule and complete 37 meetings, which was 185% of their goal. Of those 37 meetings, they created 18 opportunities, which was 180% of goal. ROI for the campaign came in at 15x, or 150% of goal, with additional ROI expected as more deals move further down the pipeline.

In addition to exceeding all the campaign goals, ScaleArc achieved two significant milestones when they integrated TMA into the marketing mix. First, they automated what had previously been a time-consuming manual process.

About ScaleArc

ScaleArc is the leading provider of database load balancing software. The software inserts transparently between applications and databases, creating an agile data tier that provides continuous availability and increased performance for all apps.

About PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services. Integrate our Tactile Marketing Automation™ software with your marketing automation platform to create tangible, 1:1 multi-channel customer journeys.

That automation allowed them to reinvent their approach to omni-channel marketing, and provided a totally scalable, flexible and transparent solution. Whether the campaigns called for one-off dimensional pieces or bulk sends, they could execute it as easily as sending an email.

Second, they freed up the marketing team to focus on new business and campaign development rather than the details of execution. As McLean said, “We’ve seen real value in getting our team back to core business. The amount of time we’ve saved through TMA has allowed us to re-commit to demand generation, which means more prospect engagement across the board.”

Looking forward, McLean is excited about incorporating dimensional mail into long-term nurture streams. The plan is to have PFL develop separate physical assets, produce those on demand and tailor the message for each to a specific audience.

“I look forward to sending the right kinds of things, with the right message, to the right audience,” said McLean. “We’re just scratching the surface of what we can do with TMA, and we’re excited to be partners with PFL to achieve our business goals.”

