

How Proofpoint Improved Response Rates by 4X: Using Tactile Marketing Automation to Improve Multi-Channel ABM

3X

Increase in pipeline

3X

Increase in opportunities

16%

**Response rate - more than
4X previous results**

“Innovation is the key to our success, especially with Account-Based Marketing.”

— Ryan Gallagher, Proofpoint Marketing Program Manager

Proofpoint is a leading next-generation advanced cybersecurity company with a passion for protecting people, data, and brands from today's advanced threats and compliance risks. Proofpoint's Marketing Program Manager, Ryan Gallagher, says, “Innovation is the key to our success, especially with Account-Based Marketing (ABM).”

Proofpoint has uses ABM and direct mail to connect with target accounts, either by securing an initial conversation or moving stuck deals forward. But their in-house direct mail program execution was manual, tedious, time-consuming, costly, error-prone, and difficult to measure. PFL's Tactile Marketing Automation (TMA) solution helps Proofpoint streamline their efforts and connect with leads through personalized, timely, and relevant sends on a scalable platform.

BEFORE PFL

Before PFL, Proofpoint manually sent out a variety of creative, engaging dimensional mail to target accounts. For example, in 2015, the company sent a package to primary targets that included a brochure highlighting their value proposition, a note from the sales rep and an iPad case. The note from the rep said, “If you're interested in taking the meeting, you will get an iPad to go with this case.”

Their original approach drove results, but the marketing and sales teams wanted to be more strategic in their multi-channel workflow to penetrate target accounts more effectively. With no way to track mailer sends at any stage, Proofpoint's first direct mail methods were not just challenging to execute, they also resulted in minimal usable data.

PROBLEMS

- **Low response rates of digital outreach**
- **Difficulty breaking into target accounts**
- **Error-prone and time intensive execution process**
- **Marketing and sales alignment**



PROOFPOINT + TMA SOLUTION

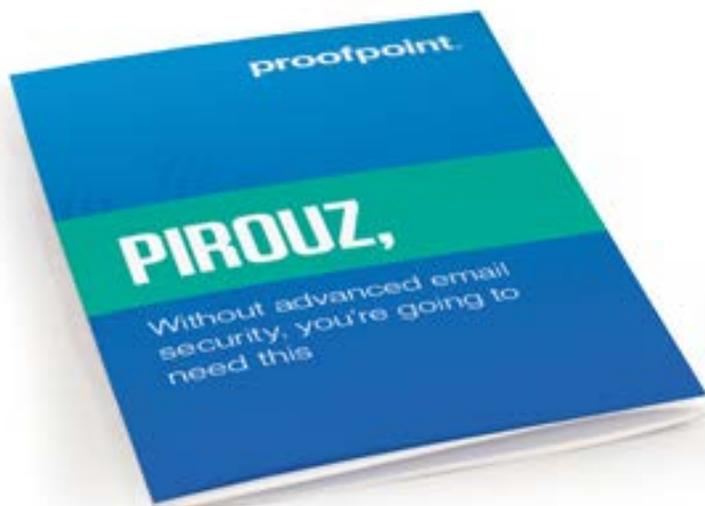
PFL took the stressors of their in-house direct mail program off of Proofpoint's plate. "Although we've been a Marketo customer for some time, we were not utilizing the platform to its full potential when it came to ABM and direct mail campaigns," Gallagher says.

Today, PFL's tactile marketing platform helps Proofpoint time and personalize their sends based on data—getting the right piece to the right person at the right time. Gallagher and his team worked with PFL to create direct mail kits for specific personas and points in the customer journey.

“We’re orchestrating the send of emails and direct mail through Marketo and tokens populate content in both so that prospects receive communications that speak to their unique pain points, industry, and persona,”

— Ryan Gallagher, Proofpoint Marketing Program Manager

They then layered triggers for these kits into their existing Marketo programs. Many of Proofpoint's kits are triggered to send based on a target prospect's behavior with a program. For example, if a target prospect attends a webinar, an Oreo Cookie kit is sent to move them to take a meeting to dive deeper into the concepts covered in the webinar. This helps them move prospects through the sales cycle faster.



Here are some additional examples of Proofpoint's tactile marketing

Swear Jar

Proofpoint has found success with targeting both executive and champion personas within an account. This kit makes a great meeting maker for non-executive contacts, as it uses more humor to play into the pain points they experience every day.

With TMA, Proofpoint's marketing department can give their sales team complete visibility into the full customer journey and results. Sales reps can easily add contacts into Marketo campaigns from Salesforce, and once a package is delivered, they will receive a task and/or email to conduct timely follow-up outreach. "Consolidating our multi-channel workflow to Marketo not only makes our marketing easier to execute but gives us full visibility into the programs and results," Gallagher says.



Apple Watch Kit

A meeting maker kit for executives stands out with strong messaging, a die cut apple watch, and foil stamp and soft touch finishing on the box.

Title Change Kit

This kit is used to engage new executives at target accounts or target contacts who have received a promotion. It plays to their ego and clearly explains how Proofpoint solves pain points the contact will face in their new role. It is thoughtful, helpful and timed well to stand out. *(Image on page 1)*

Starbucks Gift Card

For champions that respond to digital channels, Proofpoint follows up with outreach from their sales team. If the champion fails to follow up, they send another lower-cost direct mail piece: a notecard with a Starbucks coffee packet attached.



RESULTS

The use of data to personalize and time sends has helped Proofpoint see significant increases in response rates. Since launching their ABM program, Proofpoint has seen responses increase from 4.5% to above 20%, with multi-million dollars in closed-won pipeline.

“On the qualitative side, we have created incredible sales and marketing alignment, and our team can’t wait for our next campaign,” Gallagher says. “We now have full transparency through all of our programs and can hold each other accountable.”

TMA solves all of Proofpoint’s primary goals; the first being more pipeline, second, marketing and sales alignment, and third, to track, analyze and measure direct mail efforts to scale their success. Most important to Gallagher and his team, PFL’s Tactical Marketing Automation (TMA) solution turned Proofpoint’s customer journeys into remarkable customer experiences.

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.

