



CASE STUDY

TRIPLED QUALIFIED PROSPECTS WHILE DECREASING COST AND IMPROVING QUALITY.

ENQUIRO Is now



Mediative

THE RESULTS PEOPLE™



Marketo®

ABOUT MARKETO

Marketo is a software company that helps organizations enable sales growth by optimizing demand generation and revenue cycle management. Better aligning the traditional cost center of marketing and the traditional sales function into an organized, cohesive, single business function is delivered through Marketo's technology and expertise.

THE CHALLENGE

The challenge was scaling the program without hurting prospect quality.

Before working with Enquiro, Marketo was managing their paid search efforts in-house. Due to existing internal resource limitations, Marketo was not able to expand the campaign and sought competent, cost effective, outside support. The challenge was scaling the program without hurting prospect quality. Marketo's prospect standards were of the highest levels both from cost containment and prospect quality perspectives. Marketo wanted a strategic partner who would manage the entire process and integrate with their business; rather than just tweaking the tactical elements of the campaign.

SOLUTIONS

Enquiro's analysis of the prospect acquisition cycle at Marketo included specific recommendations for landing page improvement and refinement which directly contributed to increased conversions. In addition, ongoing analysis of sales opportunity throughput in Marketo's Salesforce.com data enabled them to create a full, closed loop campaign that would scale while ensuring consistent quality and cost per prospect.

Within months, the combination of Enquiro's experience and thought leadership in conversion optimization, validation of better landing pages, improved campaign elements and analysis of Salesforce.com sales opportunity data enabled the program to scale.

THE RESULTS

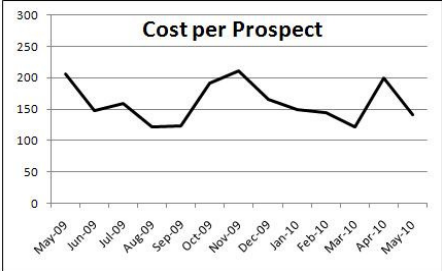
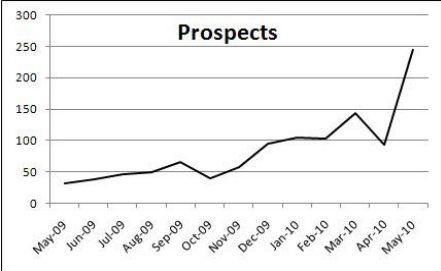
... we look forward to continued success and results working with Enquiro

“It’s very hard to scale most paid search campaigns without negatively affecting cost and quality at the same time, but Enquiro did it,” says Jon Miller, VP Marketing at Marketo.

Through the partnership with Enquiro, the paid search channel has become one of Marketo’s best demand generation activities. Miller adds “We’ve seen that the

quality of these new prospects is very good and they also convert faster than any other demand channel, such as webinars.”

“Enquiro has developed a profound knowledge of our buyer and brought great energy and commitment to the partnership, we look forward to continued success and results working with Enquiro,” adds Miller.



“Enquiro has helped us scale our pay-per-click program three-fold, while simultaneously improving quality and lowering cost per prospect.”

Jon Miller, VP Marketing – Marketo

**QUESTIONS?
ASK ONE OF MEDIATIVE'S DIGITAL
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