DemandLab Helps Adobe Scale Up Marketing Ops

With a huge opportunity on the horizon, Magento needed to engage top prospects effectively at an unprecedented scale.

Magento®
An Adobe Company

Magento is the leading platform for open commerce innovation. Every year, Magento handles over $100 billion in gross merchandise volume. See what makes Magento number one by visiting magento.com.

INDUSTRY

Computer Software

SOLUTION

Martech Execution   >

HIGHLIGHTS

DemandLab's martech services enabled Adobe marketing ops to:

Accomodate 50x the **campaign volume**

Slash time-to-market **by 70%**

Balance a global team's **diverse needs**

Challenge

After the acquisition of Magento by Adobe in 2018, the company's lean marketing operations team found itself stretched to breaking point. The global marketing force that the ops team needed to support was growing rapidly, and the operations team had to figure out how to scale up to handle a ~50x increase in the number of tickets submitted for campaign builds.

"In a very short period of time, the global stakeholder groups we supported went from small marketing teams conducting limited activity to much larger teams standing up high volumes of nurtures, webinars, and event support," explained Angela Davis, Group Manager, Marketing Operations at Magento, an Adobe Company. "We just did not have the resources to support these teams—even working around the clock."

Facing a complete breakdown in the mechanism that supported the pipeline for Adobe's eCommerce solution, Davis looked to the team at DemandLab to help her find a way forward.

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>
> *and the result is a more efficient, powerful platform.*

Angela Davis, Group Manager, Marketing Operations at Magento, an Adobe Company

Approach

DemandLab helped the marketing ops team to scale up rapidly without missing a beat.

Platform optimization. Magento's Marketo instance was struggling to handle the exponentially increased campaign volume and complexity. DemandLab performed an audit to identify inefficiencies and streamline campaign builds and sends.

Project management. DemandLab built structure and ensured accountability through regular stakeholder and internal meetings and status updates. DemandLab also created templates for projects such as webinars, nurtures, and live event support to help stakeholders identify and collect all the elements needed to build campaigns from start to finish.

Training and documentation. To help onboard new members of Adobe's growing field marketing teams and help them become knowledgeable and productive sooner, DemandLab delivered training sessions and developed detailed documentation.

QA processes. While Adobe's marketing ops team had a standard campaign QA process in place, they needed more detailed processes to manage the increased volume and variety of campaigns. DemandLab took over the QA process entirely and developed custom processes for each type of campaign.

Result

Within three months, DemandLab enabled Adobe's marketing ops team to scale up smoothly to accommodate the needs of their rapidly growing stakeholder group.

 "DemandLab enhanced not only our capacity, but our velocity too," said Davis. "Throughout this challenging period of growth, we were still able to adhere to our service-level agreements, and that was really important as we were gaining trust with the stakeholders."

The time to market for campaigns accelerated by 70%, and despite the increased campaign speed and volume, the accuracy rate improved significantly. But the greatest benefit for Davis was the level of innovation that DemandLab brought to the task of optimizing Adobe's Marketo instance.

"I like that the DemandLab team thinks outside of the box," she said. "Because of their vast experience, they don't just follow the manual. They continually ask, 'How can we make this better? What if we did it this way?' And the result is a more efficient, powerful platform."
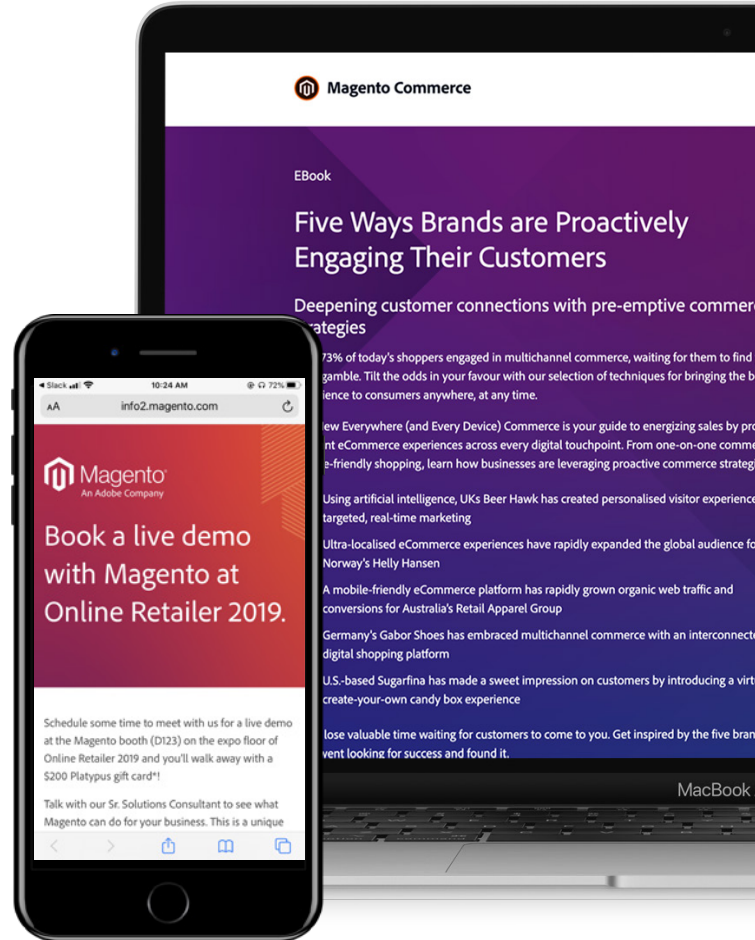
Building on Success

The next big challenge for Davis and her team is the upcoming migration of two of Adobe's business lines into a single Marketo instance. It's a massive project, but Davis feels prepared and upbeat.

"The work we've done with DemandLab has given us a deep knowledge of our system as well as detailed documentation we can refer to. We know what's in our system, what needs to transfer, what is business-critical, and how to ensure a smooth migration."

After the migration, the field marketing teams will transition into managing their own operations, with marketing ops evolving into more of a governance role. But DemandLab will continue to support Davis by providing guidance and consultation throughout the process.

"Working with DemandLab, I feel like we are better set up to be successful."