

New Strategy Delivers Big Wins for Corcentric

The Corcentric™ team knew they could achieve more with Marketo, but they needed a guide to help them navigate this powerful, complex system. When they engaged DemandLab, it changed their approach to marketing in ways they didn't expect — and gave them some big wins along the way.

CORCENTRIC™

INDUSTRY

Financial Services

HIGHLIGHTS



15% increased
email open rates



50% less time
spent on campaign activities



400% more
leads guaranteed



20% increased
webinar participation

Challenge

As a leader in accounts payable workflow automation, Corcentric had a wealth of valuable expertise to share with their prospects. But with unsegmented content and an outdated approach to engagement, a golden opportunity was being lost.

“We knew Marketo would play a big role in taking us to the next level,” explains Kate Freer, Corcentric's Vice President of Marketing. “But we needed to find the best way forward.”

Solution

To help Corcentric unlock Marketo's full potential, DemandLab delivered a complete service package that included:

Strategy

DemandLab worked with the marketing team to design an advanced nurture campaign using behavioral and demographic targeting to identify qualified prospects. This input was used to design new Marketo programs supporting both live events and online Webinars.

“What we're doing today far exceeds what most of our competitors are doing.”

Kate Freer, Vice President of Marketing, Corcentric

Implementing advanced programs using Marketo's powerful automation system, DemandLab implemented sophisticated, segmented campaigns, that enabled Corcentric to personalize the engagement process and establish more powerful touchpoints. The result was a timelier, more relevant experience for each lead, and one that moved them through the sales process at an accelerated rate.

Content

DemandLab crafted Corcentric resource materials into a series of valuable tools, resources, and guides. These assets showcased the company's thought leadership and gave prospects new incentive to stay connected to the brand.

Content assets included white papers, case studies, calculators, infographics, worksheets, and more. Each piece was developed to reinforce Corcentric's value proposition while providing a resource that prospects could use to improve on-the-job productivity and expertise.

Email messages and landing page copy were also carefully crafted for maximum effectiveness. DemandLab showed Corcentric how to use A/B testing to determine subject lines and other elements that generated the highest response rates among recipients.

Creative

A fresh and instantly recognizable brand can increase awareness and enhance the relationship between a company and its prospects. DemandLab refreshed Corcentric's visual brand and created a series of landing page templates for live events and webinars, workbooks, cheat sheets, white papers, and more.

The updated graphics strengthened the company's position as a thought leader and innovator, increased trust and recognition, and encouraged user engagement and social sharing.

This screenshot shows an email campaign for a 'Lunch and Learn Event'. The header features a blue banner with a decorative pattern of business-related terms like 'FINANCIAL PROCESS', 'CREDIT MANAGEMENT', and 'ACCOUNTS PAYABLE'. The main content area is white with blue and orange accents. It includes a 'Dear Jane,' salutation, a paragraph of introductory text, a list of bullet points about AP departments, and a call to action to register. A sidebar on the right provides event details: 'AP Outlook: The Future of Accounts Payable', 'Wednesday, February 22nd 11:00 AM - 1:00 PM', and the location 'Maggianno's 6001 West Park Boulevard, Plano, TX 75093'. A 'REGISTER NOW' button is prominently displayed. Below the main text, there is a section 'ABOUT THE PRESENTER' featuring a photo of Jennifer Williams, her title 'Corcentric Title', and a short bio with a 'Read More >' link. The Corcentric logo is in the bottom right corner.

This screenshot shows another email campaign for a 'Lunch and Learn Event'. The header is similar to the first, with a blue banner and business-related terms. The main content area is white with blue and orange accents. It includes a 'Dear Jane,' salutation, a paragraph of introductory text, a list of bullet points about AP departments, and a call to action to register. A sidebar on the right provides event details: 'AP Outlook: The Future of Accounts Payable', 'Wednesday, February 22nd 11:00 AM - 1:00 PM', and the location 'Maggianno's 6001 West Park Boulevard, Plano, TX 75093'. A 'REGISTER NOW' button is prominently displayed. Below the main text, there is a section 'ABOUT THE PRESENTER' featuring a photo of Jennifer Williams, her title 'Corcentric Title', and a short bio with a 'Read More >' link. The Corcentric logo is in the bottom left corner. A large, stylized blue graphic of a checkmark is in the bottom right corner.

▲ CORCENTRIC EMAIL CAMPAIGN

Result

Within a year of rolling out a fresh brand, new content, and an advanced campaign and nurture strategy, Corcentric was able to measure their success in several key areas. The marketing team estimate that they achieved:

- **15% increased email open rates**
- **50% less time spent on campaign activities**
- **400% more leads generated**
- **20% increased webinar participation**

In addition to improving engagement metrics among their prospects, Corcentric says they've experienced an overall boost in their visibility and credibility.

"The nurture campaign helped us build a strong, trusted brand with prospects and customers, and as a result, we've seen an increase in brand recognition in several of our key target industries," explains Freer.

Unexpected Win

DemandLab's services improved the numbers for open rates, leads, and conversions, but the positive effects go further.

"Working with DemandLab enabled my team to think about campaigns differently," says Freer. "It's given us new pride and confidence. What we're doing today far exceeds what most of our competitors are doing."

In the second year of their campaign, the Corcentric team plan to explore new Marketo features that can help them hone their segmentation activities with even greater precision. "DemandLab is an essential part of our team now," says Freer. "We look to them for best practices and new possibilities. They're more than a consultant, they're a longterm resource and partner."

CAMPAIGN TIP

Corcentric dramatically decreased the optout rate by offering their prospects more subscription management choices, including the option to slow down the rate of communication.



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contact@demandlab.com

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