Magento Quadruples Engagement With a New Nurture Strategy

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

Magento®
An Adobe Company

INDUSTRY

Computer Software

SOLUTION

Martech Execution   >

Data Execution   >

Content Performance   >

HIGHLIGHTS

DemandLab enabled Magento to:

Boost led **engagement 4x**

Regain 10 weeks of staff time per year

Target high-value market segments

Magento®, an Adobe company, is the world's #1 eCommerce platform and the leading platform for open commerce innovation. Every year, Magento handles over $100 billion in gross merchandise volume.

Challenge

After being acquired by Adobe, Magento had an opportunity to expand market share in Asia-Pacific. With APAC accounting for more than half of the global growth in Internet usage, the region represented a huge opportunity.

"Our ultimate goal is to create pipeline and turn it into bookings," said Maryel Roman-Price, Field Commerce Marketing Manager, APAC. "We saw a massive opportunity to create pipeline for the business."

But to seize that opportunity, they needed to replace their time-consuming, ineffective "batch-and-blast" email approach.

Magento has an impressive library of high-quality marketing content, but Roman-Price and her team didn't have a way to match the right assets to the right audience segment. As a result, they were seeing very low engagement rates and little forward momentum in their marketing funnel.

"We're a lean team, but we're expected to hit very high lead targets. We needed to bring in best practices and scale up, and that's where DemandLab came in."

> " We needed to bring in best practices and scale up, and that's where DemandLab came in. "
>
> **Maryel Roman-Price**, Field Commerce Marketing Manager, APAC, Magento

Approach

DemandLab took a two-phased approach to the challenge of leveraging their database more effectively to drive more targeted, relevant communications.

The first phase involved a close examination of the data in Magento's system.

After cleaning the database, DemandLab examined the remaining leads to see what types of segmentation were supported. In some cases (such as company size), the data was too thin, but in others (B2B vs. B2C vendors and opportunity stages), the data was comprehensive.

With viable segments identified, DemandLab started on the second phase of the initiative and built three data-driven nurtures in Marketo.

Result

With a highly targeted and personalized campaign in place, Magento's APAC team increased engagement 4X in just a few months. More importantly, they created pipeline, with MQLs and SQLs trending up sharply.

The nurtures have also enabled the lean APAC team to eliminate a time-consuming task. Despite increasing the biweekly number of email programs from 2 to 16, they have actually reduced the workload by a full day per week by automating the email process.

"We needed something that was 'set and forget' and always on—a nurture that was capable of moving leads through the buyer journey automatically. Now we can focus on analyzing and optimizing performance instead of spending our time manually setting up and sending out emails."

Stage-specific nurture

Leads in each stage of the buyer journey—from awareness to consideration to decision—now receive content that aligns with their needs. As their behaviors demonstrate higher engagement, the system qualifies and moves them to the next stage to guide their path to conversion.

Re-activation nurture

Leads that have been inactive for six months are targeted in a separate nurture featuring multi-stage content. Based on the content they respond to, they can then be automatically qualified to enter an appropriate stage in the main nurture program.

Acceleration nurture

Leads that qualify as early-stage sales opportunities based on their behaviors and firmographics are automatically moved into a higher-cadence nurture that accelerates their exposure to the brand and connects them with sales sooner.

Building on Success

Spurred on by early success, Magento plans to roll out similar nurture strategies in other regions, including North America.

Meanwhile, the APAC team is forging ahead with plans to refine and expand their own strategy.

They plan to track the content themes that leads engage with at each stage so that they can support thematic interests as well as accelerating the lead journey from awareness to consideration to decision.

They are also planning to use role and company data to help them build an ABM nurture that coordinates the outreach to multiple roles at the same company.

"Seeing these early results shows us how much more opportunity there is," said Roman-Price. "We are the first, globally, to do something like this, and other regional team are following our lead."

"Protecting the size of your database isn't as important as understanding your audience and optimizing the experience for them."