

1:1 Nurture Increases Global Engagement for Qlik

To re-engage leads effectively, Qlik's global email nurture needed to account for a range of variables, including location, language, buying stage, and interest level. DemandLab helped them build a nurture that was flexible and responsive, yet required far less effort to manage.



INDUSTRY

Business Intelligence

SOLUTION

Martech Solution >

Martech Execution >

Martech Performance >

HIGHLIGHTS



Account for each **lead's interests, location, and buying stage**



Communicate with greater nuance and authenticity



Vary email cadence based on each lead's activity patterns

Company

Founded in 1993, Qlik® provides a platform-based approach to visual analytics that brings insights and clarity to where it's needed the most: the point of decision. This empowers the entire organization to make decisions with confidence and transforms business analysts and knowledge workers across the organization into indispensable champions. With over 2,000 employees worldwide, Qlik serves approximately 36,000 customers in more than 100 countries.

Challenge

Qlik's intuitive solutions for self-service data visualization and guided analytics appeal to a worldwide market, which means that their marketing campaigns need to be both global and multilingual.

Historically, Qlik coordinated email content and timing with each region's marketing division individually, setting up predetermined wait steps that launched on a particular day and time in each region. In addition to being complicated and time-consuming, the process delivered email touches on a schedule that fit Qlik's administrative needs, but didn't always fit the email recipient's needs. As a result, Qlik wasn't able to personalize the nurture against the stages of lead lifecycle or engage leads optimally by delivering content centered on action or demonstrated interest.

"We knew we wanted to more tightly target our audience based on their interests, location and buying stage and already had a great platform at

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at our fingertips with Marketo,” said Ashley Goerger, Qlik’s Senior Director, Global Installed Base Programs & Community. “Working side by side with DemandLab, we were able to develop a highly complex nurture campaign that scaled powerfully while creating a more authentic experience for our prospects.

Solution

Partnering with DemandLab, Qlik explored new ways to leverage Marketo’s potential as a sophisticated and customizable campaign platform. Qlik needed a campaign that could be scaled to reach a global database while supporting a highly segmented, variable nurture that responded to the needs and actions of each lead on a granular level.

Together, DemandLab and Qlik devised an innovative system of cadence monitors that spaced the emails apart by a specific number of days. The nurture also intelligently skipped touches that featured content a lead had already downloaded to ensure every touch was fresh and relevant.

The nurture incorporated multiple tiers of streams, beginning with an initial tier that intelligently routed prospects based on the source they were referred by, the audience segment they belonged to, and the initial actions they performed. A second and third tier divided the audience respectively into top-of-funnel and bottom-of-funnel leads, and both tiers divided into multiple streams that moved leads forward based on subsequent actions they took. Additionally, two separate streams were designed to re-engage leads who were stuck in a specific opportunity stage or were not yet ready to make a purchase.

The nurture was translated so that leads in different parts of the world were engaged in their language of choice. Additionally, when campaigns for regional events are deployed locally, the nurture automatically delays touches that conflict with the timing of these local efforts.

The resulting nurture allowed each lead to progress at his or her own unique pace: engaged leads moved through the nurture faster, while leads who were not yet ready to purchase were touched at a slower pace and re-engaged with a different strategy and content that fit their interests and needs.

PROJECT INSIGHTS

- Original source details **supports profiling and tracking**
- Last point of engagement **helps route engagement** based on current interests
- **Targeted Audience Segmentation** for interest, funnel stage and language
- Geographic destination points ensure **right-time delivery** of email
- **Sales and engagement funnel tracking** provides content most relevant to at-the-moment needs
- Exponential engagement and conversion **results seen across all segments**

Result

The new Marketo nurture strategy enables Qlik to embrace a modern architecture that flexibly delivers content based on the lead's needs, interests, actions, buying stage, locality, and more. In addition to automating a truly global and multilingual campaign, the campaign also supports a targeting logic that engages prospects and customers more effectively while significantly reducing administrative time and costs.

"As a global organization and a leader in the field of visual analytics, being able to communicate powerfully and with precision is very important to us," says Dana Huston, Qlik's Senior Marketing Manager. "DemandLab helped us configure a nuanced campaign that can be deployed across a vast database, yet personalizes the communications for every single individual on our list."

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Dana Huston, Senior Marketing Manager, Qlik



▲ QLIK PARTNERED WITH DEMANDLAB TO CREATE A CUSTOMIZABLE CAMPAIGN PLATFORM THAT COULD BE SCALED TO REACH A GLOBAL DATABASE WHILE SUPPORTING A HIGHLY SEGMENTED, VARIABLE NURTURE THAT RESPONDED TO THE NEEDS AND ACTIONS OF EACH LEAD ON A GRANULAR LEVEL.

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