

Global Digital Leader Increases Cross-Sell Revenue With Complex Enterprise Lifecycle — In Record Time

By developing a complex lead lifecycle in a multi-product enterprise environment, DemandLab helped the MOPs and demand generation teams effectively generate revenue and prove ROI on marketing activities.

INDUSTRY

Computer Software

SOLUTION

Martech Strategy >
Marketing Execution >

HIGHLIGHTS

DemandLab's expert team enabled this client to:



Process **over 400** automation qualified leads (AQL) in six weeks



Roll out a key initiative **58% faster** — without sacrificing quality



Increase **cross-sell opportunities**

This innovative, multinational media and marketing company helps B2B and B2C customers develop creative digital experiences.

Challenge

The North American demand generation team of a worldwide market leader in digital media and marketing solutions needed to roll out a cross-sell lead lifecycle to target existing midmarket customers.

While the team had a traditional prospect lifecycle in place, an automated way to route qualified existing customers to business development representatives for cross-sell follow-up didn't exist. The client's Marketing Operations (MOPs) team realized they would need new lead management mechanisms to accomplish this.

The client had also undergone multiple acquisitions in the past, so they were working in a complex marketing and technical environment. Any solution would involve numerous instances of Marketo and Salesforce.

Additionally, because the client's demand gen team had already developed campaigns to support cross-selling, the MOPs team had a very tight timeline to deliver a solution that solved this complicated problem.

Marketing moves fast. But DemandLab does, too.

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DemandLab empowered our MOPs team to manage expectations of multiple stakeholders and create something complex yet functional.

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Approach

Even though the turnaround time was quick, the DemandLab team did not want to deliver something that compromised the lifecycle's ability to serve as an efficient, useful tool for the client's marketing and sales teams.

The abbreviated schedule for developing the lifecycle meant that necessary parts of the process, such as gathering requirements, solution approvals, systems discovery, and impact analysis had to be done faster.

DemandLab worked with the client's MOPs team to determine the core requirements and develop a two-phased approach to deliver the cross-sell lifecycle.

The first phase involved deliverables such as:

- **A comprehensive risk assessment that addressed the challenges at hand and how DemandLab would mitigate them; this helped manage the expectations of the MOPs team and their stakeholders**
- **A complex, enterprise lead lifecycle that met the client's core requirements and processed customers from known to automation qualified lead (AQL)**
- **Detailed documentation and internal stakeholder presentations covering how the lifecycle works, ensuring the MOPs team thoroughly understood the process**

The second phase of the lifecycle involved expanding the entry criteria for the lifecycle. With Phase 1 proving the lifecycle's functionality, DemandLab began to evaluate the lifecycle qualifications based on customer profiles to widen the target audience. This expanded the number of records entering the lifecycle and, subsequently, the number of AQLs.



“Keeping the business running while building something that doesn't break—that's the ideal scenario in operations. Strategically, this wasn't easy. We all worked very hard to make sure we had a documented discovery and process built, so we could move as quickly as possible.”

Marketing Operations Leader, client

Result

Traditionally, a similar lifecycle would take 12 weeks—but DemandLab delivered it in five. This lifecycle work processed more than 400 AQLs in the first six weeks.

DemandLab and the client continue to work together to refine and advance this cross-sell lifecycle, as well as collaborate with the client's sales team to determine their pain points, solve them through automation, and continue to build efficiencies.

The success of this project also enabled the lead contact at the client, who was newer to the team, to be viewed as a champion and hero within the organization.

"The original scope of this project was smaller," said the client, a marketing operations leader. "But then we realized we needed to opt for a best practice. We proved that we could build a full lifecycle that supports a billion-dollar business in less than two months, thanks to DemandLab."

"It's about more than this project. Our company has created a core partner with DemandLab. Most can't just jump into marketing operations at an enterprise company and instantly get it, but DemandLab did. They're not just a vendor or agency partner; they're an extension of our team."

Marketing Operations Leader, client

PROJECT INSIGHTS

Enterprise companies are confronting a growing demand for cross-sell opportunities, especially in a very intricate and specialized multi-product environment.

Addressing this challenge involves:

- 1. Alignment of all stakeholders to thoroughly explore and map out all needs and issues upfront**
- 2. Strategic incorporation of technology and automation with a trusted agency partner**
- 3. Implementation of documented processes to ensure continued success**



DemandLab is a global B2B digital marketing agency that helps enterprises leverage the power of martech, data, and content to enhance the customer experience and revenue performance. Learn more at demandlab.com.

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