



Persistent Systems

Implementing a Holistic Marketing Technology Ecosystem

Context

The collaborative intersection between marketing ops and sales ops is a driving force behind the rise of coordinated “revenue operations”.

We design and deliver new digital experiences and build new revenue streams for our customers, but we were lacking the same agility and scalability in our own use of marketing technology. Despite having the best-in-class technology available, our data was siloed, fragmented, and chronically underutilized.

We needed an integrated MarTech and SalesTech ecosystem that would enable the company to optimize processes, provide comprehensive insights and be nimbler in strategy and execution to improve our sales processes and outcomes. In partnership with IT and Information Security teams, we initiated our digital transformation journey two years ago, starting with the complete reboot of our MarTech stack and improvement of our CRM data quality.

Key Challenges Faced

- Prior to 2021, marketing and sales datasets were in silos. There was a lag in data transfer and quality from marketing to sales and vice versa.
- MarTech and SalesTech was not fully integrated with the CRM which made campaigns optimization and decision-making harder. We did not have a marketing technology ecosystem, nor did we have a framework in place that could give teams consolidated data across systems and provide campaign, account, persona, and deal-level data.
- Reporting capabilities were limited and slow which restricted our ability to be more proactive and strategic.

Our Pillars

Our digital transformation was based on four pillars:

- Data-driven marketing programs.
- Cohesive digital marketing strategy across all channels and sources.
- Enhanced UX and designed personalized customer journeys.
- Close alignment with business needs and targets.

Our Approach

- Alignment with IT, Infosec and data processing departments, sales operations, and the account excellence team to assess impact, complexity, and implementation of marketing and sales tech ecosystem.
- Audit and analysis of each technology to identify overlaps or redundancies and cleaning the same.
- Creation of a framework to work for various departments and POCs based on different needs and platforms as well as levels of access.
- Use of an MVP approach and rana pilot which was optimized until ready for deployment. We implemented a test-and-learn program through sandbox to minimize disruption. Strengthened digital advertising capabilities by deploying tailor-made campaigns, content, and prioritized outreach on 6sense buying stage insights.

Our Solution

- Streamlining our technology based on use, audiences, data connectivity and reporting needs.
- Efficiently sync old tech with new tech for our ABM ecosystem.
- After the technology audit and subsequent recalibration and upgrade of tech, we developed frameworks and

started enabling marketing and sales colleagues with training on the new ABM approach and the technology that will transform our pipeline.

- Driving adoption and organizing the training session to enable sales, client partners and marketing on platform capabilities and use of insights for campaigns and account optimizations.

Business Results & Future Plans

Good workflows helped us drive collaboration between both groups to deliver faster time to market. To progress our ABM tech ecosystem, we deployed a Content Management System. This allow us to make better use of our content hub for all marketing and sales initiatives and provide insights on what type of content performs best at what stage of the funnel. This is synced with our CRM and marketing automation, giving sales strategic, fresh, and personalized content at their fingertips.

We'll continue with the Qualified Chatbot pilot and deploy it across all areas of the website once the MVP is finalized. We intend to deploy Pardot's automatic workflows across all service-line offerings and start using AI and ML for further optimization and learnings.

Key learnings include:

- Harness the power of data enhances reporting capabilities and optimizations
- Increasing productivity through marketing automation helps us in personalization and creating seamless customer journeys at scale
- Amplifying brand exposure through social and search signals enables us to create a leaner content marketing program

Business Results & Future Plans

Our digital transformation in the lead generation and account management process resulted in us exceeding revenue goals by 186% and decreasing our lead acceleration time by 52%.

Having transparent, collaborative, and data-centric communication has helped us align business objectives with key internal stakeholders across sales, inside sales, sales operations, account excellence, and the strategy team. Over the past two years, we have invested heavily and tactically in our MarTech and SalesTech to digitally transform our processes, have a more data-driven strategy and be able to measure the return on investment in campaigns. This investment has helped us create an agile omnichannel ecosystem that provides strategic actionable insights, on-demand reporting, and optimization opportunities to various teams across the business.