

IDology Customer Success Story

IDology selected Marketo to help deliver more qualified leads to sales and increase marketing accountability. After a one-day implementation of Marketo Lead Management, IDology doubled the effectiveness of their marketing programs and improved sales and marketing alignment, leading to what they call a “very significant return on investment”.

IDOLOGY INC.

Market: Identity and Age Verification

Industry: Software as a Service

Solution: Marketo Lead Management

The Challenge:

- Automate and improve effectiveness of marketing campaigns
- Increase marketing accountability and deliver qualified leads to sales
- Bolster lead nurturing capabilities to move prospects down the sales pipeline

The Solution: Marketo Lead Management

IDology briefly considered other solutions and even completed a trial of another product, but ultimately decided on Marketo for its ability to deliver complete, bi-directional integration with salesforce.com; superior customer support and sophisticated, intuitive usability.

The Results:

- 25% improvement in monthly ad conversion rate
- Doubled marketing efficiency with automated email campaigns, website activity tracking, and smart list capabilities
- Improved sales and marketing alignment and enhanced marketing accountability

IDology, Inc provides on-demand, real-time technology solutions that verify an individual's identity and age for anyone conducting business in consumer-not-present situations. IDology uses an advanced rules-based technology engine that gives businesses the control to drive more revenue, reduce costs and prevent fraud while protecting sensitive information and consumer privacy.

The Problem

Marketing Director Jodi Florence and IDology needed a solution to maximize marketing efficiency and simultaneously optimize marketing spend. IDology used salesforce.com, but Jodi realized that IDology needed a dedicated lead management solution to achieve better results. “Before we started using Marketo, we were not nurturing leads very well,” explains Jodi. “Lead nurturing happened as we remembered to send out an email, but we couldn't track our actions in Salesforce, and we didn't know how to follow up appropriately with contacts because we didn't know how they were responding.”

Jodi also had no automated mechanism for efficiently tracing where leads were coming from. IDology used pay-per-click ads, but was forced to track lead sources manually and was often left with no reliable data at all.

Lastly, while IDology knew it needed to improve its marketing efforts with added lead management capabilities, Jodi needed a solution that would fit in with the company's current practices without requiring extra time, training, or expense.

The Solution

IDology briefly considered other solutions and even completed a trial of another product, but ultimately decided on Marketo for its ability to deliver:

- 100% integration with salesforce.com
- Superior customer support
- Unmatched ease-of-use

“The number one issue for us was data synching, and other providers had issues with delivering complete, bi-directional integration with Salesforce,” says Jodi. “Marketo's application was so easy to use that it gave me a higher level of confidence that our data integrity was being maintained.”

The Results

Marketo has dramatically improved the effectiveness of IDology's marketing efforts, providing value in many ways, including:

- 25% improvement in monthly ad conversion rate
- Doubled marketing efficiency with automated email campaigns, website activity tracking, and smart list capabilities
- Improved sales and marketing alignment and enhanced marketing accountability

“We used to do everything manually, and it was such a pain. Now, we have automated a lot of our processes using Marketo. I especially love the Smart List capability, which segments my leads so I don't have to sort through and update our lists manually. Marketo frees up my time for more strategic activities, like research, exploring new programs, and determining what is and isn't working with our marketing.”
