

Acteva Case Study

Acteva “considered every product out there” when choosing a marketing automation solution that would allow the company’s lean marketing team to get more out of its marketing by reaching and nurturing more prospects. With Marketo Lead Management, Acteva has increased the volume of its marketing activities by 300%, doubled its landing page conversion rate, and generated significant revenue through a new channel partner program, which would not have been possible without Marketo.



Market: Online Event Registration and Payment Management Services

Industry: Software as a Service

Solution: Marketo Lead Management

The Challenge:

- Cost-effectively increase customer demand
- Easily track and nurture interest without additional demands on marketing team
- Measure e-marketing activity to increase revenue

The Solution: Marketo Lead Management

After disappointing results with another marketing automation company, Acteva Director of Product Marketing Elias Terman, “considered every product out there” when choosing a new solution. Over the course of a thorough selection process, Marketo met Acteva’s requirements better than any other vendor and stood out for its ease-of-use, completeness of solution, and superior customer support.

The Results:

- 300% increase in volume of marketing programs
- Rapid development of strong channel program
- Successful deployment of new vertical strategy

Acteva provides online event registration, ticketing and payment management services. Since 1998, more than 12,500 customers, including Bausch & Lomb, Pfizer and SAP, have trusted Acteva for service for more than 215,000 events. Acteva’s completely automated registration process helps organizers increase attendance, reduce administrative burden and provide an outstanding online experience for organizers, attendees and other event participants.

The Challenge

Acteva, and Elias Terman, director of product marketing at the company, wanted to launch two new initiatives to grow the business: the “Acteva Referral Program,” a channel marketing effort for organizations such as chambers of commerce, webmasters, and event planners whose clients and colleagues might be interested in Acteva’s services and a new vertical strategy targeting wineries. For both of these new projects, as well as to enhance existing marketing efforts, Acteva needed a cost-efficient way to increase customer demand, track and nurture interest, and measure e-marketing activities to increase revenue.

Elias and Acteva knew the referral program would demand quick development of ad-hoc marketing campaigns customized to each partner and each opportunity. In addition, the success of the initiative would also depend on Acteva’s ability to build relationships with partners by creating mutually beneficial, co-branded materials and demonstrating real results. “Initially, we were just going to send new leads from the referral program to the main Acteva site, but when we signed up one of our first partners, we realized we needed a landing page so the leads wouldn’t get lost,” said Elias. “The old way, creating landing pages was too much of a hassle, and without them, we didn’t know who was interested until they created an account. We were operating in the dark.”

With the wineries campaign, designed to speak directly to wineries hosting events, Acteva realized it would be critical to capitalize on the potential of every single lead that came through the door in order to solidify and then grow the company’s position in the new market. To ensure that not a single lead was wasted, Acteva needed a solution that would enable growth in the new market through lead nurturing and targeted follow-up. Flexibility and ease-of-use were equally important to ensure Acteva could get new campaigns up and running quickly and adapt marketing efforts as the new vertical strategy evolved.

The Solution

After disappointing results with another marketing automation company, Elias and Acteva “considered every product out there” when choosing a new solution. Elias comments, “We had a whole spreadsheet with all the companies and product features. We were so thorough we probably annoyed everyone.” Throughout a careful and systematic selection process, Marketo met Acteva’s requirements better than any other vendor and stood out for its:

- Intuitive ease-of-use and flexibility
- Comprehensiveness in addressing marketing needs
- Superior customer support

Acteva's marketing efforts are driven by a lean marketing team that likes to be very hands-on, so Marketo's easy-to-use interface was especially important. "We couldn't afford to implement a solution where we'd need to designate one person as the guru," explains Elias. "We're very hands-on. Marketo is very easy to learn and very easy to use. Everyone in marketing uses it."

The Results

Elias and his marketing team at Acteva were able to integrate Marketo into their daily workflow quickly and seamlessly, creating their first landing pages after just one brief training session. Marketo now supports Acteva's marketing activities on a daily basis, but in particular, Marketo has added value in the following ways:

- 300% increase in volume of marketing programs enabled by intuitive ease-of-use
- Successful deployment of new vertical strategy targeting wineries
- Rapid development of strong channel program

300% Increase in Marketing Volume

Overcoming the challenge of low user-adoption rates, Marketo delivers a solution that people actually want to use. With an intuitive drag-and-drop user interface that saves time and makes creating landing pages and automated nurturing campaigns easy and painless, Marketo has allowed Acteva's marketing team to drastically increase its level of activity.

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"Looking at everything from landing pages to emails to entire nurturing campaigns, we've been able to increase the volume of our marketing campaigns by 300%. Easily," says Elias. "And the result is that we're getting more leads, higher quality leads, and at a lower cost per lead."

Key to the Success of the Partner Program

Because Marketo makes developing custom landing pages and tracking lead sources a snap, the software has been critical to the deployment of Acteva's new channel marketing initiative, the Acteva Referral Program. Since the start of the initiative in September 2007, a few months before Acteva began using Marketo, the program has generated \$100,000 in gross revenue for Acteva.

"Marketo allows us to get more out of each partner," comments Elias. "We probably wouldn't have been able to deploy co-branded marketing programs to partners without Marketo – it just wouldn't have been worth it. Creating landing pages and personalized marketing campaigns for each partner would have been at least five times more expensive."

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With Marketo, Acteva can treat each partner individually and create a unique bundle that resonates with the partner's particular package, pricing and messaging needs. For instance, when a non-profit partner wanted to include Acteva in its weekly newsletter for 175,000 subscribers, Elias was able to create a custom landing page on the fly to specifically welcome the organization's newsletter subscribers to the Acteva website, and he also developed an accompanying ad-hoc lead nurturing campaign. Due to the landing pages Elias's team is producing with Marketo, Acteva expects to see a 100% improvement in landing page conversion rates for the year.

In addition, Marketo allows Elias to track which leads are coming from the custom landing page so that he can report back quickly to the partner organization on the success of the relationship.

"Before, we were operating in the dark, because we didn't start tracking our leads until much later in the cycle, but Marketo gives us a granular analysis of what's happening on a partner to partner basis," Elias says. "We're able to report to the partner right away, so they see action and that we're not just signing an agreement and forgetting. That immediate gratification makes the partner excited and want to give us more publicity. Marketo is really a key building block in the Acteva Referral Program."

"If we didn't have Marketo, it would be like being in a coal mine. We might have sent out just one blanket email – if anything – but Marketo already has the logic for segmentation mapped out. It's flexible, so we can just map our strategy on top of Marketo, and then it's easy to execute and we can get a campaign out the door in an hour."

About Marketo

Marketo makes marketing easier. Our award-winning demand generation solutions provide email marketing, lead nurturing, lead scoring, and closed-loop reporting capabilities to help marketing and sales teams work together to generate and qualify sales leads, shorten sales cycles, and demonstrate marketing accountability. With over 160 enterprise and mid-market customers across B2B industries such as technology, financial services, life science, health care, telecom, insurance, and publishing, Marketo is emerging as the fastest growing lead management vendor in the world. Built for marketers by marketing veterans from Epiphany, Siebel, and Intuit, Marketo is easy to use and boasts an on-demand model that gets customers up and running in just one afternoon, with no charges for set-up, integration or training.

Successful New Vertical Strategy

Marketo has also been critical to Acteva's success in entering a new vertical market: wineries. To ensure that they took advantage of every new potential lead, Acteva used Marketo to create a cross-channel, multi-touch campaign that would allow them to execute and expand their marketing strategy without sapping resources.

"I cannot stress how great it is to be able to create a campaign and put it on autopilot, yet still be able to make changes on the fly," comments Elias. "It's really important that we can change the messaging quickly and easily, because we're entering a new market. The fact that we can do everything in-house is just amazing."

Acteva's new vertical strategy spans channels and marketing media, and Marketo acts as the glue that holds the multi-touch program together. With Marketo, Acteva's team can create landing pages for various sources and manage leads not only from pay-per-click ads, but also from print marketing and telesales initiative. Marketo pulls it all together.

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The Future

So far, Acteva has relied on Marketo to jump-start two new initiatives, and Elias predicts the return on investment with Marketo will be significant. In particular, he's looking forward to growing the Acteva Referral Program with Marketo. "We're signing new partners every month, and Marketo is a key building block in this initiative," he comments. "Our next step will be using Marketo to develop a plug-and-play co-branded template where we can easily swap logos and offers in and out."



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