

# Right90 Case Study

Right90, the leading on-demand sales forecasting and revenue performance management solutions company, required a marketing automation solution that would allow its team to support the company's phenomenal growth by creating online campaigns in-house and tracking results to inform best practices. The company chose Marketo for its superior usability and surprisingly complete product capabilities, and has seen significant results within just months. Among these are a decrease in landing page creation time from a week and a half to under an hour, a 30-fold reduction in cost per lead for one campaign, and a sales team whose "cold calls" aren't nearly as cold as they used to be.



**Market:** Sales Forecasting and Revenue Performance Management Software

**Industry:** Software as a Service

#### The Challenge:

- Track and analyze marketing activities and impact
- Enable lead marketing team to be self-sufficient in all online and email marketing activities
- Adapt and improve selling process to make marketing an equal driver of revenue

#### The Solution: Marketo Lead Management

Right90 found that, in stark contrast to other vendors, Marketo was incredibly intuitive and would allow marketing to take independent control of their activities and start driving results immediately. In fact, following their hands-on Quick Start, Right90 developed its first campaign within hours.

#### The Results:

- Turn-around time for landing page creation cut from a week and a half to under an hour
- A Marketo-enabled quick reaction to a last-minute opportunity resulted in a 30-fold reduction in cost per lead for that campaign
- Marketing and sales have become a revenue-driving team: immediate, prospect-initiated response to sales on first day of first campaign

Right90 is the recognized leader in on-demand sales forecasting and revenue performance management. Right90 helps companies to easily capture and consolidate forecasts from internal and external sources – including sales, marketing and channel partners – to engage in bottoms-up forecasting that allows the business to respond proactively to changes. This clear visibility into revenue performance helps align disparate departments and hold everyone in a company accountable to the same revenue goal.

#### The Challenge

Prior to implementing Marketo, Right90 used a combination of outsourcing, Salesforce capabilities, and ad hoc website updates to support its marketing programs. The company has no formal IT department, so it used an agency for landing pages and creative collateral and only updated its website to support campaigns sporadically.

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More important than addressing this disjointed approach however, was Right90's need to accurately measure and analyze marketing activities and results in a way that would align marketing and sales to drive improvements and support company growth. "We needed a solution that would help us change our overall selling process by really driving revenue through marketing," explains Jennifer Melwani, director of demand generation. "To do that, it's critical to nurture leads through specifically targeted campaigns, but you also need to be able to measure the impact marketing is having on conversion rates, sales cycles, and other factors, so that you can improve the process."

#### The Solution

Right90 enacted a long and thorough selection process, and weighed a number of competitive offerings against Marketo. Ultimately, the decision came down to:

- Usability
- Tracking, analytics, and reporting capabilities
- The Marketo business model, including the company's vision, philosophy and commitment to customer support

"I had used other marketing automation solutions, including Marketo's competitors, in positions I held prior to Right90. So I knew firsthand that ease of use is absolutely critical," says Jennifer. She continues, "We also know that Marketo's leadership, with their experience at Epiphany, has a great roadmap in place to deliver on my wish-list as a marketer."

#### Results

Marketo was up and running within hours for Right90, and after just two one-hour training sessions, Jennifer was able to create her own landing pages and campaigns. "Other marketing automation platforms I've used took up to six months to be fully implemented," she says. "It's wonderful that we were able to have our first campaigns running so quickly."

After just one month of using Marketo, Jennifer and Right90 saw immediate benefits from Marketo. Highlights include:

- Turn-around time for landing page creation cut from a week and a half to under an hour
- A Marketo-enabled quick reaction to a last-minute opportunity resulted in 30-fold reduction in cost per lead for one campaign
- Analytics and best practices support help Right90 improve creative and strategic marketing activities
- Marketing and sales become revenue-driving team: immediate, prospect-initiated response to sales on first day of first campaign

### **Landing Pages in Minutes Leads to Eleventh Hour Success**

Marketo's software presents an unbeatable coupling of an intuitive user interface and sophisticated technology. Armed with this combination, Jennifer and her team have cut the turn-around time for landing page creation cut from a week and a half to under an hour. Never was the value of this clearer than when Right90 decided at the last minute to add one more list to its first large-scale direct email campaign.

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*With Marketo, Right90 was able to reap huge returns from a last-minute list rental, by turning out new creative and landing pages in 20 minutes.."*

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"We had everything set up for our first really big email campaign and had planned for it to go out to our house list and three rented lists," recalls Jennifer. "Then we found a fourth list that looked good, but the deadline was the next day. With Marketo, we turned on a dime and were able to have the landing page and all the creative finished and turned in within twenty minutes." Without Marketo, Right90 would not have been able to capitalize on the potential for new leads that the occasion offered.

Not only did Marketo enable Right90 to take advantage of this particular opportunity at the eleventh hour, but that particular last-minute list

also became a goldmine for Right90. "That fourth list was the least expensive, but it ended up being wildly successful," says Jennifer. "Our cost per lead is normally around \$60, but we were able to reduce that to just \$2 per lead in this instance." Following on the great success Marketo helped jumpstart, Right90 now continues to send nurturing emails to the respondents, capitalizing on the investment made in the four original lists.

### **Improved Strategic and Creative Marketing Focus**

With Marketo, Jennifer and her team can now focus more on strategic and creative initiatives that help marketing deliver bottom-line value to the company. This value is driven both by Marketo's product capabilities and tireless dedication to customer support.

The tracking, reporting, and analytics capabilities Marketo provides help Jennifer make informed improvements to Right90's marketing in the spare time she has now that she's not spending days and weeks to create landing pages and campaigns. Jennifer gives the following example: "We did a campaign with a provocatively-titled whitepaper targeting the VP of sales, and we were receiving an overwhelmingly-positive response. But using Marketo's A/B testing function, we were able to see that asking more qualifying questions on the form would improve our lead quality without impacting our landing page conversion. We were able to determine which questions to ask to best help our sales team, yet our response rate is just as high."

Jennifer continues, "Now, with Marketo, we're thinking a lot more about best practices and we can track our activities and results at a very granular level. This helps us make very small tweaks – for instance to the subject line of an email – to improve campaign results."

### 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.

In addition, even though Marketo's product requires very little training, the company provides hands-on support through its customer success team and a best practices community that also enhances marketers' creative and strategic initiatives. "Marketo is great about answering very specific questions and helping us figure out the best ways to use the product for our individual situations," comments Jenifer. "They're always coming up with creative solutions and advising us on best practices for marketing, which is incredibly valuable.

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### Marketing and Sales Become Equal Drivers of Revenue

Because Marketo helps Right90 educate, nurture and qualify leads, the sales team's cold calls aren't quite so cold. Jennifer says the impact of Marketo on Right90's sales team was immediately apparent when one prospect initiated email contact with a sales rep on the first day of Right90's first campaign. Jennifer recalls, "The prospect responded to our campaign with an email that said, 'You have my attention,' and asked the rep to call on a particular day. Our inside sales team measures performance by meetings booked, so the fact that the sales rep didn't even have to pick up the phone in this case really made a big impact."

Jennifer continues, "Since sales does a lot of cold-calling, Marketo really helps us make their jobs easier. We're helping them gain traction in their accounts so now they have the feeling that marketing is giving them air cover – we're backing them up."

### The Future

Right90 looks forward to relying on Marketo as the company expands into new vertical markets and hones its best practices. "Marketo really allows us to learn from what we've done," says Jennifer. She adds that part of defining best practices will be taking full advantage of Marketo's lead scoring capabilities, which will also support improved marketing and sales alignment.



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