

# Vindicia Case Study

Fast-growing on-demand billing and fraud management services company Vindicia needed a way to ramp up marketing efforts quickly to drive business and the company's official launch. Of the multiple vendors considered, Marketo best met Vindicia's extensive requirements for a solution. Marketo Lead Management was up and running in a day and provided immediate benefits including significant time savings, a 325% increase in landing page conversion rate, a 66% reduction in cost per lead and improved marketing and sales alignment.



**Market:** Payment Management Services

**Industry:** Software as a Service

**Solution:** Marketo Lead Management

#### The Challenge:

- Drive revenue by delivering high-quality leads to sales
- Streamline marketing processes to create time for more strategic initiatives
- Provide instant value without training or IT support

#### The Solution: Marketo Lead Management

Vindicia looked into a number of different marketing automation solutions, including one that Director of Marketing Communications, Jen Erale, had used in a previous job. Ultimately, Jen selected Marketo based on its intuitive ease-of-use, commitment to adding value in less than 24 hours and ability to dramatically improve the efficiency and quality of Vindicia's marketing campaigns.

#### The Results:

- Critical time savings enabled by intuitive usability: landing page creation in 5 minutes; program development and testing completed in 30 minutes
- 325% increase in landing page conversion rate for Google AdWords and reduced cost per conversion by 65%
- Higher quality landing pages and email marketing campaigns

Founded in 2003 and trusted by some of the best-known brands on the Internet, including Symantec, Intuit and IMVU, Vindicia offers an integrated, on-demand billing and fraud management solution for online merchants. The Vindicia CashBox™ billing system creates and manages recurring and one-time payments to help merchants improve customer retention and maximize profit. Vindicia ChargeGuard™ provides automated fraud screening and chargeback management services that enable merchants to recover lost revenue.

#### The Challenge

At the end of 2007, as Vindicia's customer base doubled and revenue increased 200%, Director of Marketing Communications Jen Erale was faced with transforming the company's marketing arm into a mature department to support Vindicia's official launch and the launch of an updated product.

An experienced marketer, Jen knew firsthand the significance and value of marketing automation solutions. "Marketing automation is such an important requirement for me," says Jen. "I would have a hard time doing my job without it. It is as important to marketing as Salesforce.com is to sales."

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*"With Marketo, I'm not spending time troubleshooting, setting things up, or exporting data into Excel. I'm able to focus on messaging, content and graphics – all the things I should be doing – and the result is more creative, more strategic and higher-quality marketing overall."*

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Jen knew that her success and that of the marketing department depended on her ability to drive revenue by delivering quality leads to sales. She explains, "The way I see it, my job is driven by the question: 'how do I help make the sales department successful?'"

#### The Solution

Jen and Vindicia looked into a number of different marketing automation providers and had an extensive Excel-based checklist of needs and desired capabilities. Jen had become a power user of Marketo's primary competitor through her work at a previous company and had even impressed the software's trainers with her program-building skills, but she kept an open mind when looking for a solution for Vindicia. In the end, Marketo's product stood out above the competition based on its ability to:

- Deliver immediate value by getting up and running in less than a day
- Increase efficiency with sophisticated, yet extremely easy-to-use tools
- Improve the quality of marketing efforts by eliminating the need for support and freeing up time for creativity

Jen was impressed from the start by Marketo's ability to deploy and address her marketing need immediately, which was critical given the rate at which Vindicia grew in 2007. But it was Marketo's intuitive usability, offered without sacrificing sophistication or integration, that really assured Jen that she made the right choice. "The difference in set-up and integration time was a difference of hours vs. weeks," explains Jen. "But the difference in usability between Marketo and other offerings is like night and day. It's that much easier to use."

## 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 100 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.



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### Intuitive Usability: "So easy, you'd cry if you saw it"

"I can't say enough about how easy Marketo is!" says Jen. With a top goal of creating a radically different user experience, Marketo's first company hire was a user-interface expert from Intuit, and Vindicia has reaped the benefits. With Marketo's drag-and-drop interface, crafting landing pages and emails is as simple as building a PowerPoint slide, so Jen can develop everything she needs on her own without IT assistance and with minimal time and effort.

Building a landing page "takes literally five minutes," Jen says. While building a program in a competitive product used to take Jen "weeks and weeks," but now, she says, "with Marketo, I can do a program in half an hour, test it, and build another the next day. The end result is the same, but how and when you get there is radically different."

Jen notes that the competitor's product often felt like it was "built by engineers trying to guess what marketers might need." For Jen, Marketo is much more intuitive. When recommending the program to a former colleague she explained, "It's so easy, you'd cry if you saw it."

### More Bang for Vindicia's Buck: Conversion Rates Up Within One Month

Within one month of starting with Marketo, Vindicia's conversion rates for Google AdWords increased more than threefold. Not only are more prospects converting more often, but Vindicia is paying less for each conversion. The company has cut its cost per conversion by an incredible 65%.

### More Time for Strategy and Creativity: "Campaign quality is much better"

Jen leverages Marketo Lead Management for all of her landing page and email campaign needs. Because Marketo is so intuitive, easy-to-use and fully integrated with Salesforce.com, she is now able to complete all her marketing activities within Marketo and does not have to consult a webmaster, sacrifice quality or export data to get the information she needs.

"Because I can create landing pages myself, the quality of the forms is much better than it would be

if I had a webmaster do them," explains Jen. "Also, because it's so much easier to use, it's that much easier to be creative. If something's hard to do, you just want to get it over with, but Marketo gives me more time and energy to be creative."

She continues, "Now, with Marketo, I'm not spending time troubleshooting, setting things up, or exporting data into Excel. I'm able to focus on messaging, content and graphics – all the things I should be doing – and the result is more creative, more strategic and higher-quality marketing overall."

### A Happy, Busy Sales Team: "Sales is amazed"

"The sales team has been completely amazed by how much our use of Marketo helps them," says Jen. With Marketo helping make Vindicia's marketing engine hum, Jen's counterparts in sales are able to prioritize their time better and sell more effectively, thanks to marketing's increased visibility into prospect behavior.

Jen explains, "Knowing who is opening emails, visiting the website and downloading data sheets after a call really helps our salespeople. I know I'm doing my job well when they can prioritize their time and focus their efforts on the prospects who are most engaged."

### The Future

With Vindicia growing at a rapid rate, the company's lead database is also expanding quickly. As the number of Vindicia's leads increases in the coming months, Jen plans to leverage Marketo's valuable lead scoring capabilities to track leads as they become more sales-ready.

Additionally, Jen looks forward to added functionality and new products from Marketo. She and Vindicia chose Marketo, in part, due to Marketo's vision for the future and commitment to meeting the needs of marketers. "Marketo sees the same problems in marketing that I see, and they want to solve all these issues," Jen explains. "Their vision is my wish list, and their ability to execute is the biggest selling point for me."