



CASE STUDY: DRIVING SALES PIPELINE

Client

A leading global software corporation that makes enterprise resource planning software to manage business operations and customer relations.

Challenge

The ANZ marketing team has responsibility for a large portfolio of solutions with complex sales process' that requires reaching and influencing multiple stakeholders across customer organisations. A key component of their marketing tactics involve building sales pipeline and improving this year on year. The client identified a need to improve performance in two key areas:

- 1 **Accelerate mid-funnel conversions from leads generated to Sales Accepted Pipeline (SAP)**
- 2 **Improve ROI on Highly Qualified Leads (HQL) that become Sales Accepted Leads (SAL)**

The client approached Rombii to help with this challenge as the **2018 media review had showed a 4.8x higher ROI from marketing investment with Rombii** over any other vendor used throughout the year. The client wanted to uncover how to capture this on an ongoing basis and optimise investment performance.

Solution

With strong indicators that the approach Rombii had employed previously with client campaigns was working effectively, the new strategy was designed to not only drive consistent volume into the sales funnel, but also ensure they convert to sales-accepted and genuinely influence the revenue pipeline.

To reach these goals across a full product suite, rather than a single solution, the strategy centred on building an 'Always On' approach that integrated multiple data sources (first and third-party) to:



Identify

Identify the most appropriate products and solutions for the customer's current business environment.



Target

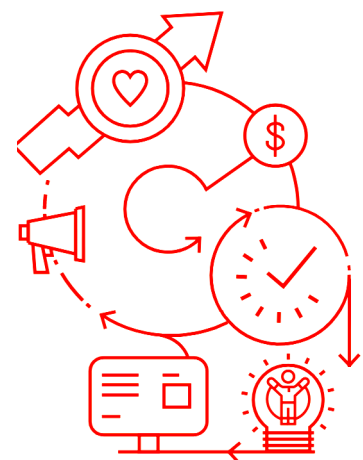
Target multiple stakeholders inside the business to generate the right quality of sales leads.

The two-pronged data and multi-product strategy was employed to facilitate a more effective market penetration than the single strategy used in previous campaigns and ensure that all market opportunities were captured.

Results

The three primary components of the newly implemented strategy resulted in a more complete and effective delivery:

- By developing a multi-faceted data strategy specifically for this program Rombii was able to identify where there were up-sell opportunities with existing customers in addition to driving net new engagements.
- By investing in building a deeper understanding of the client solution portfolio, Rombii was able to help the team drive an unprecedented quality and depth of lead for the Sales team.



The ultimate goals of accelerate mid-funnel conversions from leads generated to Sales Accepted Pipeline and improving ROI on leads generated was achieved, and by moving away from a marketing-led 'campaign by campaign' thinking to a customer-led 'solution-centric' approach the results have shown a huge increase in the conversion from lead generated to confirmed sales opportunities that has continued throughout 2019.