

Corporate Profile Founded in 1996, Boston-based SimplyDIRECT is a marketing services firm that helps clients identify, engage and qualify prospects with maximum precision.

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ORACLE® | eloqua.

Company Profile Eloqua is a

leading marketing automation system platform provider.

The company's cloud-based

software, professional services

and education programs provide

marketers with the technology

and expertise needed to help

automate marketing activities

and programs and to drive

revenue. In December 2012

Oracle acquired Eloqua for

\$871 million.

SimplyDIRECT's survey programs have played a significant part in identifying and supporting sizable opportunities.

Target Market

Eloqua focuses on selling their marketing automation solution to large and mid-size companies across a range of different industries. Given the complex nature of this sale, Eloqua prefers to engage a variety of decision makers and influencers, in particular senior Marketing, Sales, Finance and IT executives.

Sales and Marketing Challenge

As Eloqua grew it became clear that its growth rate could not be sustained by focusing solely on small and medium technology company clients who had been the early adopters of Eloqua's automation technology. They broadened their targets to include larger enterprises across multiple industries. This created a significant set of challenges:

- Sales cycles were extended due to the enterprise buying process.
- Identifying and engaging a broader pool of buyers proved to be time-consuming.
- As more mature, conservative industries were approached, the sales team needed much more account intelligence in order to create compelling pitches to non-traditional IT buyers.

To support this new challenge Eloqua needed to develop an entirely new outbound prospecting methodology. They wanted to engage directly with prospects based on who "owned" their organization's marketing

automation needs. However, it was quickly learned they lacked the data to support this approach: it was not fresh, the roles of the contacts they had were not always appropriate, and there was zero knowledge about the account's needs or solutions installed. An experiment using appointment-setting failed, too, because they, too, were flying blind with poor data and limited knowledge of the targeted account's needs.

Solution

The needs of the marketing teams within financial services and manufacturing organizations, for example, are quite different from those of their early-adopting high-tech counterparts. Marketing is less about "thought leadership" and much more about branding and providing customers reasons to switch vendors. The correspondingly longer sales cycles and lack of segment knowledge made it very difficult for Eloqua's telesales reps.

Eloqua engaged SimplyDIRECT because their demand generation solution unified both fresh contact data and account intelligence. SimplyDIRECT took receipt of Eloqua's target account list, and developed the key names within those organizations by phone-verifying contact names, titles, roles, email addresses, etc. Then, to generate account intelligence, SimplyDIRECT drafted a survey, designed to learn from those key contacts what marketing solutions were already present, level of satisfaction, planned marketing initiatives, etc. Thus, the key contacts themselves would reveal the actionable intelligence so urgently needed by the sales team.

There is ample evidence that SimplyDIRECT's services have played a critical part in the success of several significant sales.

Powerful Results

The intelligence discovered from using SimplyDIRECT's survey were exactly what Eloqua had hoped for:

- Well-qualified, senior-level leads were added directly to the sales pipeline.
- The detailed account data provided conversation points for those engaging prospects.
- Significant revenue potential was added to the pipeline due to the size of the accounts targeted.
- Many initial calls started as warm calls, accelerating sales cycles.
- Sales confidence was much higher than when cold-calling into enterprise accounts. (This proved a big factor determining the success of the new enterprise-focused strategy.)

After detailed analysis of closed sales, it was determined that SimplyDIRECT's survey program has played a significant role in identifying and supporting large revenue opportunities.

"We were very pleased with the amount of complete information provided via the survey forms", said Michael Martin, Field Marketing Manager at Eloqua. "Given the quality of the contacts engaged, every survey completed was valuable." The vast majority of the respondents were high-level, working at the Director level and above. Further, the survey asks the responder about how they'd like to be contacted by Eloqua, so the expectation for a call is understood.

Other Benefits

In addition to the pipeline benefits, Eloqua Marketing obtained significant value from the custom database and the survey intelligence. For example:

- Sales learned the needs of new industry segments and where to find new significant revenue opportunities.
- Expansion within prospect accounts was facilitated by having 4-5 names in each organization, and key account knowledge to reference.
- The ability to nurture not only decision makers but the influencers too, which proved to improve the probability of success.

Metrics

"We've had wins that originated from SimplyDIRECT's work," said Mr. Martin. "Some we know because they were not previously on our radar screen. Some were restarts with former customers with whom we'd lost touch. One new customer proved to us the survey worked, because she proudly showed us the jacket she received from SimplyDIRECT for completing the survey!"

Eloqua's marketing team tracks these metrics:

- The number of prospect companies added to the pipeline.
- The value of each opportunity.
- The types of company added (e.g. their size/annual revenue, industry.)

SimplyDIRECT's demand-generation surveys have helped increase the value of *each* of these metrics.

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SimplyDIRECT offers three core services:

1. Custom contact database development
2. Opt-in, executive-level lead generation
3. Cleansing & updating of client databases

www.simplydirect.com

Eloqua Pulse Report & Use Case Page:

<http://www.simplydirect.com/clients/use-cases/enabling-b2b-sales-using-prospect-surveys/>

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