

# How TIBCO Accelerated Lead Velocity 9x

## Customer Story: TIBCO

### EXECUTIVE SUMMARY

**TIBCO:** TIBCO Software Inc. is a global leader in infrastructure and business intelligence software. Whether it's optimizing inventory, cross-selling products, or averting crisis before it happens, TIBCO delivers the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. With a broad mix of products and services, TIBCO is a strategic technology partner trusted by businesses around the world.

**About TIBCO Marketing:** Using a metrics-driven approach, TIBCO's marketing team is charged with cross-channel, cross-discipline tactics to discover, engage and serve customers around the globe. The team is responsible for contributing to customer pipeline and revenue. To deliver on this mandate the TIBCO marketing team leverages a number of proprietary and third-party technologies and sources to drive the continuous improvement of the lead generation machine.

**Marketing Challenges:** As an enterprise technology company with over 4,000 customers, TIBCO's demand generation team must accumulate, manage and analyze an enormous amount of prospect and campaign data. And it must do so as efficiently as possible. A single bottleneck in the flow of data between systems and through departments slows the entire customer acquisition process, backing up leads ready for follow-up and hindering program optimization. The result: fewer quality leads, lower conversion rates through the nurturing stages, reduced ROI and a potentially damaged customer experience.

Like most enterprise organizations, TIBCO had a couple costly bottlenecks in its data flow:

- A slow contracting process with media partners meant TIBCO was often halfway through its quarter before it began acquiring leads, diminishing its ability to A/B test campaigns, optimize spend and channel tactics, and improve overall performance.
- Manual lead acquisition and importation processes slowed velocity, allowing prospect interest to cool, which limited conversion rates and the value of purchased leads.

**Solving Challenges:** To accelerate both the contracting process and lead velocity, TIBCO invested in Integrate's software to improve media partner and campaign management and automate the media partner-to-Marketo lead importation process.

#### Key Results:

- 5-6 week campaign launch *reduced to 1-2 days*
- Up to *9x velocity increase* between lead capture and Marketo importation
- *21.5% increase* in lead quality

“Now we can purchase from more lead vendors, gaining much more leverage, reach and performance. I feel like the customer again.”



**Kenan Frager**  
Head of Advertising  
for Worldwide Demand  
Generation, TIBCO

## WEIGHED DOWN BY SUCCESS & DISCONNECTED SYSTEMS

The resources available to an enterprise like TIBCO can sometimes be like the luxury options on a new car – they’re nice to have and present many advantages, but they often increase the car’s weight, reducing speed and agility. TIBCO’s process of contracting with lead-generating media partners is a case in point.

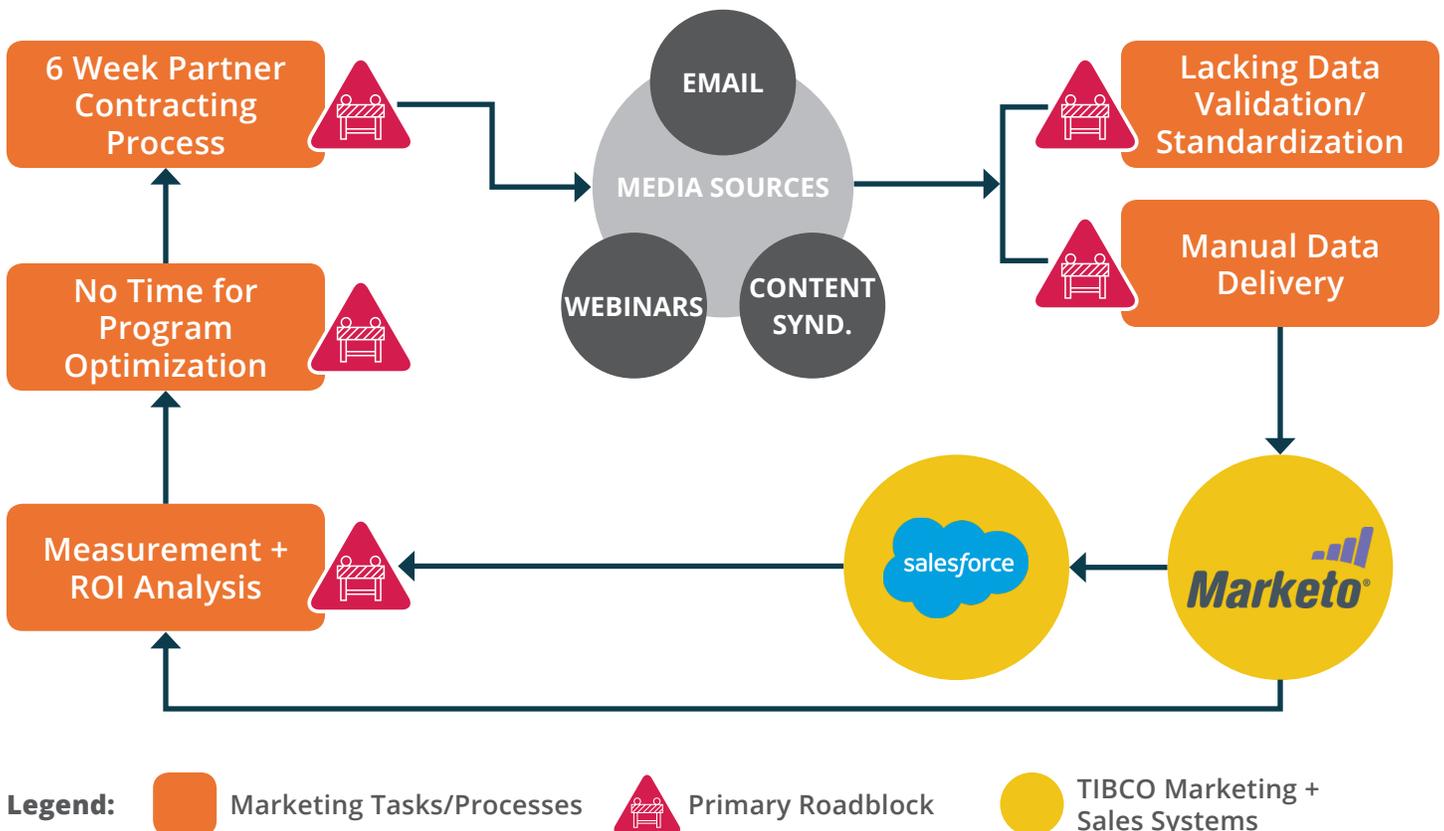
Requiring approval from legal and purchasing departments typically extended the contracting process up to six weeks. That meant nearly half a quarter would pass between campaign initiation and time of first delivered lead. TIBCO’s lead gen campaigns work on a quarterly basis, and such a delay drastically hindered the team’s ability to optimize campaign tactics to improve performance. According to Kenan Frager, TIBCO’s head of advertising for worldwide demand generation: **“It used to take 5-6 weeks on average to launch a campaign and begin generating leads. We had almost no runway to get leads, analyze them, compare publishers and optimize performance – I felt locked in.”**

Moreover, this constricting processes often forced TIBCO to use only a single media partner per campaign, allowing very little leverage to optimize lead prices and lead parameters. As Frager put it: **“We often had to take what we could get.”**

Slow campaign launches were only half the problem. Once partners could finally begin generating leads, they sent them to TIBCO via weekly emailed excel files. This process bottlenecked velocity – leads were often over a week old before they were finally ready for follow-up, which negatively affected prospect interest levels and conversion rates.

This obviously strained marketing’s relationship with sales and diminished the effectiveness of Marketo’s lead nurturing capabilities, since providing prospective customers the information they need while they’re interested is crucial to customer experience and ultimate success.

## TIBCO Demand Gen Challenges



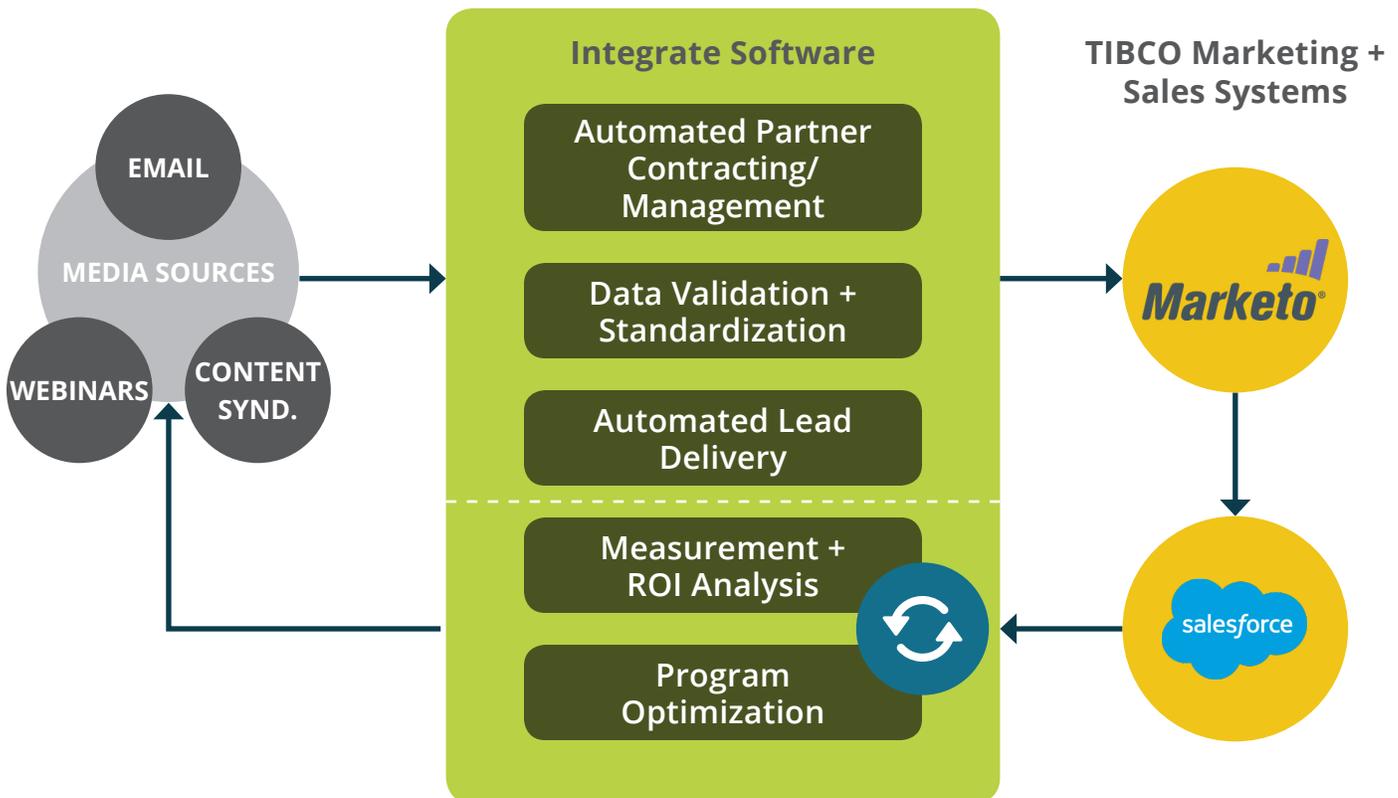
## STANDARDIZING THE CONTRACTING PROCESS & AUTOMATING LEAD DELIVERY

TIBCO adopted Integrate's software to eliminate the slow, manual processes that were preventing a streamlined demand gen operation. Using Integrate's media partner and campaign management tools, TIBCO has effectively standardized the lead vendor contracting process. Campaign parameters and lead delivery settings are preset so there's no longer numerous one-off emails or phone calls with media partners and between several internal departments to work out details for approval: "I can contact a publisher and have assets in market within 24 to 48 hours. It's game changing." With time now on its side, the TIBCO team can implement A/B testing to continuously learn and experiment with new tactics to improve conversion rates through the customer acquisition funnel.

Increased efficiency in the contracting process has also allowed TIBCO to branch out to additional lead sources: **"Now we can purchase from more lead vendors, gaining much more leverage, reach and performance. I feel like the customer again."** -Kenan Frager

TIBCO moreover required a solution that would directly connect its lead gen sources to its marketing technology systems, and thereby eliminate the lag between lead capture and follow-up that was affecting conversion rates. Integrate's established API integrations with Marketo and Salesforce allows TIBCO to have its media partners directly inject prospect data into its accounts in real time, ensuring that prospects are added to nurture tracks while warm, leading to greater pipeline opportunities, better prospect experience, and ultimately more customers.

## Integrate's Solutions for TIBCO



**Legend:** Solved Roadblock Integrate Software Closed-Loop Operations

Direct injection is impactful – it speeds up velocity and cuts down on manual tasks that waste resources. However, if it's not used in tandem with a data governance solution, it can unintendedly bypass the extremely important lead cleansing process. TIBCO understood the importance of ensuring the data imported into its Marketo account was clean and accurate, and was diligent in selecting a solution that automatically blocks leads containing invalid email/physical addresses, incorrect formatting, missing fields, duplicate data, or any unaccepted values. To date, Integrate's software has blocked 17.7% of partner-generated leads that didn't pass its quality requirements, increasing data quality by 21.5%. This saves TIBCO the resources and staff time required to manually examine and scrub leads. More importantly, it ensures that poor-quality data is never sent to inside sales or imported into its Marketo nurture tracks, which would waste usage or, worse, negatively affect potential customer experience by being in the wrong track.

*Integrate has really transformed the way we think about and execute our top of funnel strategy. From the way we contract with publishers, to automated lead imports, to the way we evaluate the success of programs, Integrate has become our one stop for demand gen automation.*



**Kenan Frager**  
Head of Advertising for  
Worldwide Demand Generation,  
TIBCO



## *Be a better demand marketer.*

Integrate is a marketing software provider on a mission to arm demand marketers with the tools, insights and integrations required to change the way they execute demand generation. Integrate's software enables demand gen and marketing ops pros to manage the lifecycle of outbound demand generation programs and seamlessly connect resulting data with marketing automation systems – including Oracle Eloqua, Marketo and Pardot. The end results are more efficient marketing organizations; cleaner, faster prospect data; and increased marketing ROI. Visit [www.integrate.com](http://www.integrate.com) or follow [@integrate](https://twitter.com/integrate) to learn why innovative companies like TIBCO, DocuSign, Dell, Five9, Iron Mountain and CA Technologies, Inc. trust Integrate.



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