

Avalara Automates Demand Gen Programs

To Redeploy Resources & Increase Quality

Case Study:

Avalara

A bit about Avalara...

Avalara helps businesses get tax compliance right. The company provides solutions for customers to help them face demanding tax obligations imposed by state, local and other taxing authorities around the world.

The Avalara marketing team is on a mission to grow revenue. To accomplish this, the team has focused on creating efficiencies to better equip both marketing and sales efforts with the time and resources needed to execute a scalable account based marketing (ABM) program.

Integrate has taken away the administration of demand marketing. The software has given us efficiency, lead quality, and needed campaign insights.



Pamela Guyton-Micheles
Senior Manager, Demand Generation Marketing and International Programs, Avalara

HIGHLIGHTS

Adopting Integrate's *Demand Orchestration Software* provided Avalara's marketing and sales teams with efficiency, speed, lead data quality and program performance visibility. To date, Avalara has seen:



3,000+ Total Hours
of SDR time saved by eliminating bad leads



280+ Hours Per Month
of non-strategic demand gen tasks eliminated

[> PREVIEW INTEGRATE](#)

Avalara  INTEGRATE

CHALLENGES THAT WERE IMPEDING AVALARA'S GOALS



Time-draining administrative tasks



Delayed lead follow-up



Bad lead quality was wasting SDR time



Content syndication channels weren't integrated with ABM programs

DEMAND GENERATION CHALLENGES

- 1. Time-draining administrative tasks** – The Avalara marketing team was spending 72 hours per week on menial tasks: managing lead vendors, processing lead data and uploading leads to Eloqua.

“We didn't have the tools to make things work. I was spending at least a day and a half per week in admin tasks, and another five marketers on my team were doing the same.” –Pamela Guyton-Micheles, Senior Manager, Demand Generation Marketing and International Programs, Avalara

- 2. Delayed lead follow-up** – Slow, manual lead processing meant the Avalara team wasn't able to follow up with new contacts for three to five days. The team needed to get new leads into Eloqua as quickly as possible.

“It was taking a lot of time to process leads, to normalize them, dedupe contacts and make sure everything was good before it was injected into Eloqua and Salesforce.”

Pamela Guyton-Micheles
Senior Manager, Demand Generation and International Programs, Avalara

- 3. Bad lead quality was wasting SDR time** – Even with all the time being spent processing new contact data, poor quality leads were still being passed to sales development reps (SDRs).

“I didn't realize how much time was being wasted by our SDR team on bad leads. An SDR spends between five and ten minutes on each bad lead. Considering Integrate's software filters out around 1,500 bad leads in any given month, that's a big deal.” –Pamela Guyton-Micheles, Senior Manager, Demand Generation Marketing and International Programs, Avalara

- 4. Content syndication channels weren't integrated with ABM programs** – Though Avalara relies on multiple campaigns among 10-20 content syndication vendors at any given time to fuel its pipeline, the marketing team lacked the insights needed to understand which content assets were working with which vendors for which target-account personas.

[> PREVIEW INTEGRATE](#)

“It’s important to ensure your content syndication channels are fully integrated with your ABM program. Content syndication feeds ABM. If you have contacts that have a high-heat index and are repeatedly downloading your content from numerous sources, it really signifies intent, and gives you the ability to add another group to your ABM program. However, for this to work, you need that holistic visibility into performance across a complex web of vendors, campaigns and content assets. We didn’t have this before adopting Integrate.” –Pamela Guyton-Micheles, Senior Manager, Demand Generation Marketing and International Programs, Avalara

Integrate Software Results to Date:



**Marketing Regained
288 HRS**
Per Month and Cut
Lead Follow-up Time



3,000+ HRS
of SDR time saved
by increasing lead
quality **68.6%**

Integrate allows us to easily see which combination of lead sources and content assets are working for us and which aren’t, and we can quickly tweak programs accordingly. Integrate has become an instrumental part of the sales cycle.



Pamela Guyton-Micheles
Senior Manager, Demand
Generation Marketing and
International Programs, *Avalara*

Marketing team regained 288 hours per month and cut lead follow-up time – Automating demand gen tasks has allowed the team to spend time on other mission-critical tasks.

“Integrate has allowed us to automate so many demand gen tasks – managing lead vendors, cleaning, deduping and standardizing leads, and injecting them into the marketing automaton platform almost immediately. We’re now able to launch follow-up campaigns almost immediately, test new lead vendors and content, and optimize programs based on learnings.” –Pamela Guyton-Micheles, Senior Manager, Demand Generation Marketing and International Programs, Avalara

3,000+ hours of SDR time saved by increasing lead quality 68.6% – Since adopting Integrate’s software, the system has filtered out over 40% of leads that would’ve otherwise wasted marketer and SDR time and effort, while also skewing the insights needed to optimize programs and drive bookings.

“We’ve seen a reduction in junk data in the CRM. We first went through a pretty major data clean-up process, and it has stayed green since adopting Integrate – it has stopped us from pumping incomplete, duplicate and invalid info into the database. And this has saved the SDR team over three-thousand hours in total.” –Pamela Guyton-Micheles, Senior Manager, Demand Generation Marketing and International Programs, Avalara

[> PREVIEW INTEGRATE](#)

Avalara  INTEGRATE

Avalara helps businesses of all sizes achieve compliance with transaction taxes, including sales and use, VAT, excise, communications, and other tax types. The company delivers comprehensive, automated, cloud-based solutions designed to be fast, accurate, and easy to use. The Avalara Compliance Cloud® platform helps customers manage complicated and burdensome tax compliance obligations imposed by state, local, and other taxing authorities throughout the world.

Avalara offers more than 600 pre-built connectors into leading accounting, ERP, ecommerce and other business applications, making the integration of tax and compliance solutions easy for customers. Each year, the company processes billions of indirect tax transactions for customers and users, files more than a million tax returns, and manages millions of tax exemption certificates and other compliance documents.

A privately held company, Avalara's venture capital investors include Sageview Capital, Battery Ventures, Warburg Pincus, Technology Crossover Ventures, Arthur Ventures, and other institutional and individual investors. Headquartered in Seattle, Avalara has offices across the U.S. and overseas in the U.K., Belgium, Brazil, and India.

More information at www.avalara.com

Integrate's software and solutions empower B2B marketing teams to surpass growth targets by automating the manual aspects of demand generation so they can shift focus to executing strategies that deliver pipeline opportunities, create happy customers and scale revenue.