Orchestrating Demand
Scale Demand Programs Without Compromising Quality

Rackspace

Rackspace®, the #1 managed cloud company, has a large growth mandate as businesses move their IT infrastructure to the cloud. To meet its customer acquisition and revenue goals, Rackspace is focused on constructing a demand marketing infrastructure that can support scale without depleting resources or the quality of customer experiences.

However, the breadth and complexity of today's multi-touch marketing programs makes it very difficult for enterprise organizations such as Rackspace to scale marketing programs. Rackspace's Demand Generation team needed a solution that could orchestrate demand marketing efforts to provide program efficiency, speed and transparency while boosting database integrity.

HIGHLIGHTS

5x increase in lead velocity

Eliminated 40+ hours per month in lead processing tasks

103.3% improvement in lead quality

50.1% decrease in cost per lead

> *Based on my experience with Integrate in the past, I saw a huge opportunity to evolve Rackspace's programs and improve the way we were engaging prospects.*
>
> **Ben Staley**
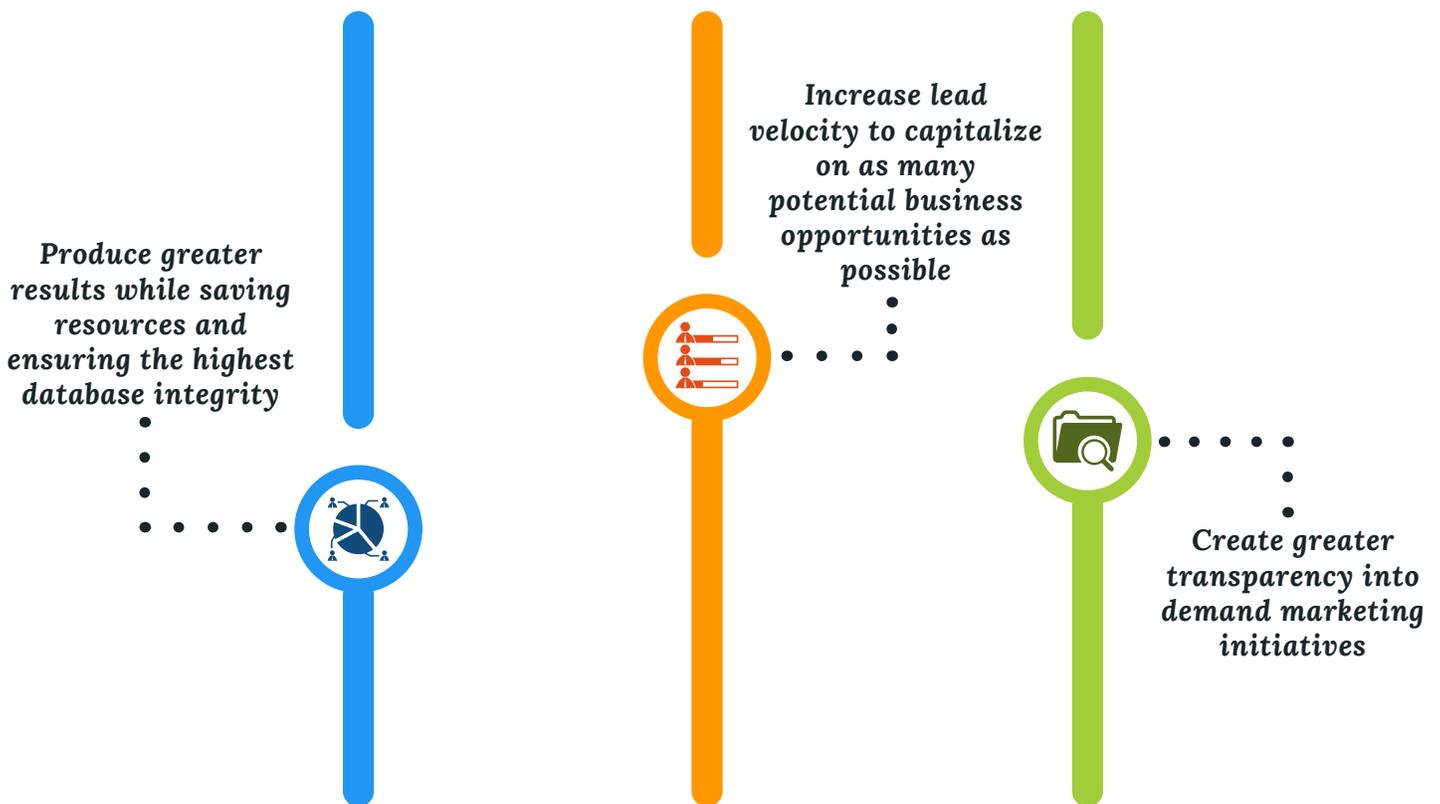> Marketing Programs Manager, *Rackspace*

> PREVIEW INTEGRATE

Rackspace®   **INTEGRATE**

> "Using third-party media partners and data has become an industry standard for scaling demand gen. But it's only as effective as the degree to which that scale can be measured and managed by demand gen marketers.

Ben Staley
Marketing Programs Manager,
Rackspace

GOALS & OBJECTIVES

Produce greater results while saving resources and ensuring the highest database integrity

Increase lead velocity to capitalize on as many potential business opportunities as possible

Create greater transparency into demand marketing initiatives

> "We spend a lot of money generating demand. If that demand isn't converting, then that's something we need to fix. And when it takes so much time to just get leads ready and uploaded into Marketo, it affects conversion rates.

Ben Staley
Marketing Programs Manager, *Rackspace*

> PREVIEW INTEGRATE

rackspace.   ● INTEGRATE

DEMAND MARKETING CHALLENGES

1. **Couldn't ensure lead data quality without depleting resources** – The Rackspace marketing team was spending more than 40 hours per month on manual lead processing tasks: scrubbing leads for duplicate data, missing fields and invalid names, and standardizing lead providers' differing files into one format that could be uploaded into Marketo. And even with all this investment in time and resources, the team couldn't verify they were uploading working contact information, which compromised database integrity.

2. **New contact follow-up was drastically delayed** – All the time spent processing leads meant that Rackspace's lead nurturing efforts were chronically late. In fact, up to a month could pass before an initial follow-up email was sent to new contacts. Such delays allowed lead interest to cool or competitors to engage the contact first, both of which decreased conversions and drained the value of demand programs.

3. **Couldn't effectively identify demand marketing successes or failures** – Rackspace's Demand Generation Team is responsible for conveying specific messages across a wide array of solutions to highly targeted audiences. Ensuring messages sent into market are clear and not overwhelming is a major challenge – one that requires finely tuned organization and measurement. The team needed to create greater transparency into its initiatives to optimize performance and enable greater program predictability.
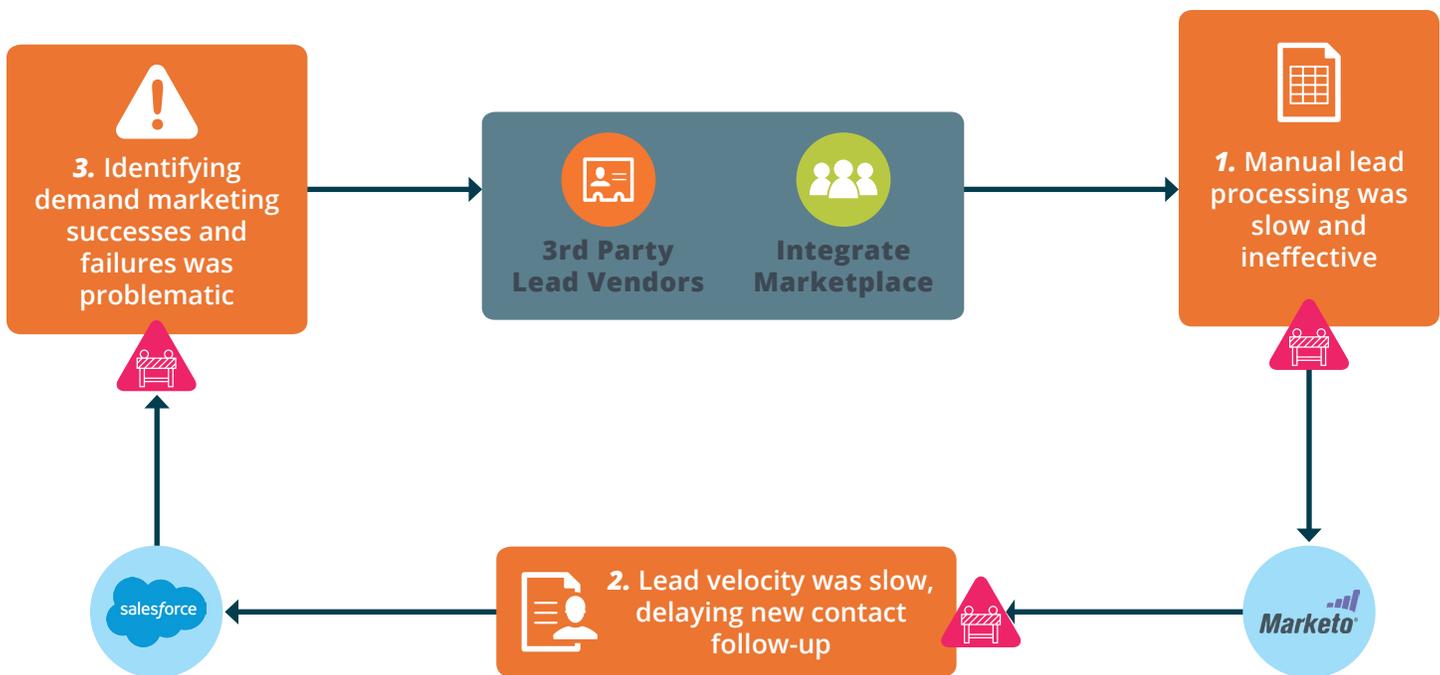
The number of channels used to drive demand is so vast – it's not hard to get leads, it's hard to get the ones you need and convert them. We had a dirty database with a lot of incorrect email addresses – this meant low engagement for our Marketo-driven nurturing campaigns.
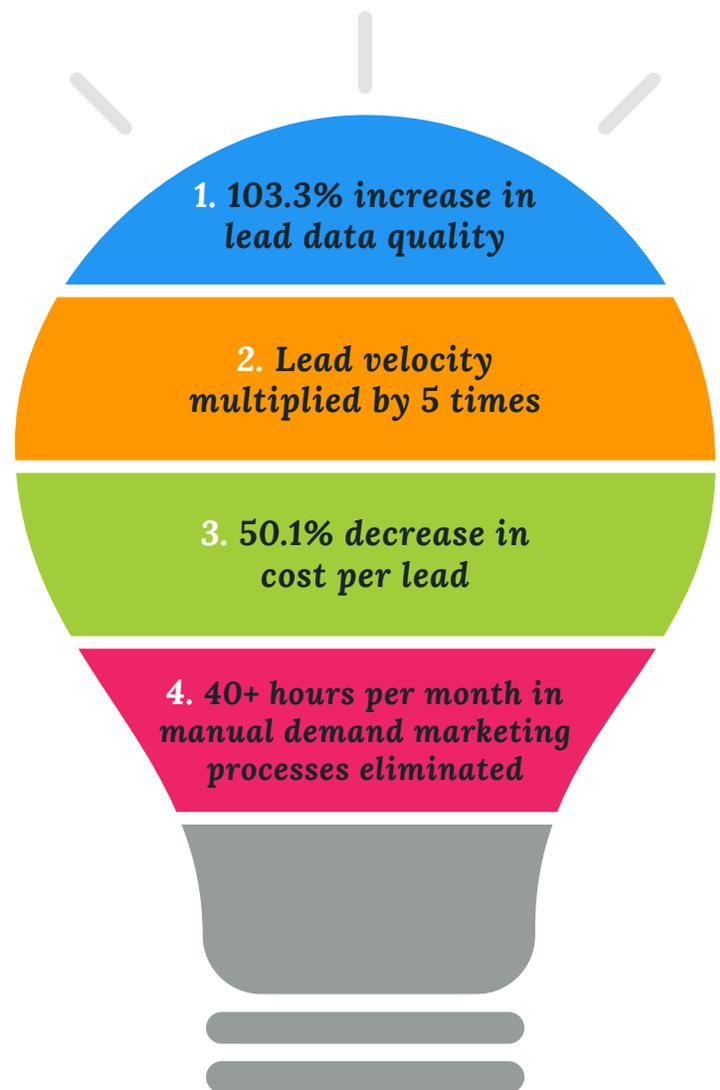
Ben Staley
Marketing Programs Manager,
Rackspace

> **PREVIEW INTEGRATE**

Integrate Demand Orchestration Software:
Results to Date

1. Integrate's Demand Orchestration Software blocks invalid, incomplete and duplicate prospect data before it ever gets passed to Rackspace, improving its database integrity. Since adopting Integrate, the software has blocked more than 51% of leads for various reasons, ranging from invalid email address to duplicate data to missing fields to incorrect formatting.

2. Having leads ready for importation into Marketo as soon as Rackspace receives them has a huge effect on follow-up engagement. *"It used to take us a month to deliver a follow-up nurturing email to new contacts. With Integrate, we begin nurturing new leads almost immediately." -Ben Staley, Marketing Programs Manager, Rackspace*

3. With Integrate, the centralization of all lead providers and campaigns provides a holistic view of all demand program performance by channel, asset, and other campaign variables. In real time, the Demand Marketing team can easily see which combination of tactics are working and which aren't, and adjust campaigns as needed.

4. Demand Orchestration Software automates multiple demand marketing tasks: sourcing lead providers, setting up campaigns, gathering lead files, scrubbing files for duplicates, inaccurate data and incomplete leads, and importing contacts into Marketo. Resources once used on low-value activities are now spent on more meaningful efforts, such as further optimizing messages for better conversions and finding new audiences to engage.

1. 103.3% increase in lead data quality

2. Lead velocity multiplied by 5 times

3. 50.1% decrease in cost per lead

4. 40+ hours per month in manual demand marketing processes eliminated

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own.

Integrate is a provider of demand orchestration software, B2B marketing technology that automates top-funnel demand marketing efforts to efficiently scale pipeline.