Leveraging Integrate & Marketo Together
To Scale Global Demand Capabilities

TREND MICRO™

Trend Micro is the global leader in cyber security solutions for businesses, data centers, cloud environments, networks and endpoints. But while its global presence is unmatched, Trend Micro is growing rapidly in the US. In order to support and maintain the growth of the organization, Trend Micro's marketing team needed to develop and execute an effective demand creation strategy – placing an emphasis on the need for continued innovation and efficiency in its marketing operations.

To scale US demand, Trend Micro needed an innovative approach to efficiently discover, engage and get leads into Marketo. The Trend Micro team implemented Integrate's *Demand Orchestration Software* to connect top-funnel programs to its Marketo-based infrastructure. Now, the team is influencing sales opportunities with greater velocity (**6x increase year-over-year**), while using fewer resources.

HIGHLIGHTS

Reallocated 25 hours per month of manual work to more strategic efforts by automating lead processing

Lead follow-up time reduced from over a week to under 24 hours

6.6x increase in pipeline value due to greater account- and opportunity-impact visibility

> *Cyber security is huge and we need to be in the conversation, engaging prospective buyers at our key accounts. Since time and personnel resources are precious, we needed to be smarter and more efficient. Integrate's Demand Orchestration Software gave us the edge needed to scale quickly and hit our goals.*
>
> **Ashleigh Davis**
> Senior Marketing Manager, Demand Generation & Operations, *Trend Micro*

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GOALS & OBJECTIVES

Increase visibility and relevancy in the US cyber security market by discovering and engaging buyers to feed into Marketo and sales pipeline

**Create a scalable, global demand generation system within its Marketo-centered infrastructure**

Amplify its message and generate demand using high-value content and content marketing

DEMAND MARKETING CHALLENGES

1. **The value of content marketing efforts hampered by inefficiencies.** The Trend Micro team had strong content, but getting that content in front of potential buyers and processing the resulting leads required a great deal of time and manual effort. Managing multiple lead sources bogged the team down in continuous back-and-forth communications with content syndication partners. After campaigns were finally launched and leads began flowing in, the team would spend 20 to 25 hours per month manually sifting through lead files, scrubbing bad leads and formatting goods ones before they could be uploaded into Marketo nurture tracks. As a result, the team had little time to focus on more strategic, higher-value concerns.

2. **Couldn't fully capitalize on Marketo's capabilities.** Marketo's ability to nurture and qualify leads through the buyer's journey are well known. However, such capabilities are dependent on the quality of lead data injected into the system. If contact data is invalid or old, the value of Marketo's software is greatly limited. Manually processing the data generated from Trend Micro's content-driven marketing programs could take anywhere from a week to two weeks to complete, during which time lead interest could cool and undermine any follow-up efforts. Moreover, manual lead data processing is prone to errors and an inability to verify correct contact info diminished the ability of Trend Micro's database.

3. **Lacked a holistic view of what was working and what wasn't.** Leveraging multiple content assets with each of seven media partners gave Trend Micro's demand marketing team many options for optimizing campaigns and programs. Yet, because each of these partners operated independently from one another, generating and delivering leads in varying ways, the team was unable to attribute pipeline opportunities or revenue back to individual campaigns, lead sources, channels or content. Optimizing demand generation programs was a guessing game.

CHALLENGES FACED
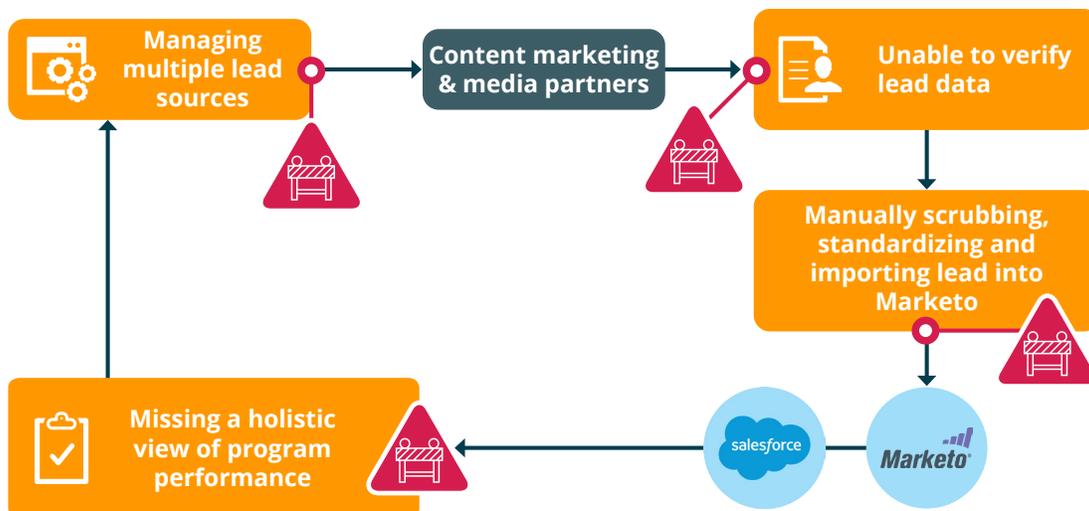
Integrate Demand Orchestration Software:
Results to Date

Regained 25 hours per month

Lead follow-up time reduced

6.6x pipeline growth due to greater visibility

Regained 25 hours per month **by centralizing lead sources and automating lead processing.**
All the time the team used to spend contracting with and managing lead vendors as well as processing leads to get them ready for nurturing – scrubbing files for duplicates, inaccurate data and incomplete leads, and uploading contacts to the database – is now automated. The team focuses on more strategic efforts such as optimizing nurture tracks, identifying new markets, and testing new lead sources.

Lead follow-up time reduced **from more than a week to under 24 hours.**
It used to take over a week for newly generated leads to be imported into Marketo. Now with Integrate's demand orchestration software, leads are automatically verified, standardized and injected into Marketo as soon as they're captured. Automating these top-funnel processes allows the team to fully leverage Marketo for what it does best: nurture and qualify leads by ensuring prospects get the info they need, when and how they need it.

660% increase in pipeline value in one year (2016).
By centralizing lead sources and integrating top-funnel demand programs with Marketo, the Trend Micro marketing team now has a single perspective from which it can analyze the performance of each lead vendor, channel and content asset against one another. This greater visibility and the ability to quickly adjust campaigns has led to content syndication being second only to events in driving pipeline contribution.

Trend Micro's unwavering vision has been to make the world safe for exchanging digital information. Security is our entire focus, and it shows. This single-minded passion has inspired our innovations that keep up with the bad guys despite a changing IT landscape, riskier user behavior, and constantly evolving threats.

Integrate provides Demand Orchestration Software that automates top-of-funnel demand marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue contributions. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.

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