

COUCH & ASSOCIATES INFORMATICA A CASE STUDY



A Leading Data Integration Company Discovers the Power of Serving Content – the Right Way—To Gather Sales Data, While Improving Reporting & Efficiency of its Marketing Team

OVERVIEW

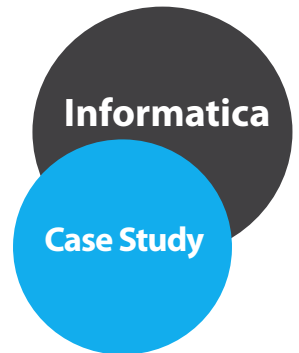
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THE POWER OF SERVING CONTENT TO GATHER SALES DATA, WHILE IMPROVING REPORTING & EFFICIENCY

SUMMARY INFORMATICA

The world's leading source of data integration software has marketing content management problems solved with the elegant simplicity of marketing automation.



ABOUT COUCH & ASSOCIATES

Couch & Associates Inc. is a professional services marketing organization that specializes in adding value to marketing processes through automation, effectiveness and sales enablement. Couch & Associates consultancy consists of lead consultants, account & project managers that drive initiatives to their 200+ clients ranging from SMB to Fortune 500. The Couch & Associates design and technical teams add value through their knowledge of best practices and experience with marketing technologies and surrounding infrastructures. The team is certified with a variety of software platforms including Eloqua, Salesforce, Netsuite, SLX and Microsoft Dynamics.

CUSTOMER OVERVIEW INFORMATICA

Considered the top independent provider of data integration software, publicly traded Informatica Corporation has more than 4,350 customers worldwide – including 84 of the Fortune 100 and government agencies in 20 countries.

Informatica's platform-neutral solution is a comprehensive, unified and open software platform designed for data integration across traditional enterprise, off premise and cloud-based environments. Informatica is a platform of choice for major operators in the energy/utilities, financial services, healthcare, insurance, life sciences and telecommunications sectors.

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BUSINESS CHALLENGE

Informatica was relying on auto-responder emails with embedded links to deliver its wealth of content assets (demos, case studies, newsletters and more) to the website visitors who took the time to complete forms to download content.

While this auto-responder approach is a common e-marketing practice, Informatica's particular auto-responder set-up presented obstacles to lead generation and lead management. The most serious issue was that users wishing to access more than one content asset had to reenter contact information for each asset they wanted to download. Marketing became increasingly concerned with this off-putting user experience. Additionally, the auto-responder emails were taking 10 minutes on average to appear in visitor inboxes after they had filled out a form.

Management of the resource center also posed internal challenges for Informatica. For example, execution of basic marketing tasks (such as posting content) had been taking up to an hour per asset – longer if mistakes were made. This tied back to inefficient use of online forms, as individual forms were being created for each asset.

Given these challenges, Informatica's marketing team felt it was critical to put more intelligent information architecture in place to deliver content, improve reporting, optimize the CRM data feed, and eradicate uneconomical use of marketing's time.

“Our Corporate Knowledge Center must be available 24/7 as website visitors and prospects require on-demand access to reports and assets. We needed a way to improve the number of activities we see on the web and deliver the advantage of a better user experience in asset requests via information submission.”

— Rosalyn Ng, Web Marketing Campaign Manager, Informatica

Web visitors

a better user experience

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SOLUTION

Informatica had been using the Eloqua marketing automation platform for nearly four years when content gating concerns surfaced. Couch & Associates was already working with Informatica on advanced implementation, including the automation of key marketing processes.

"A fair trade"

information
exchange

When asked to tackle content gating and access issues, Couch & Associates rapidly diagnosed the problems and recommended creation of a single, comprehensive and intuitive gated form. The process was retooled so that once a prospect requested their first piece of content the Eloqua engine automatically stores their data. Couch & Associates then set up Informatica's Resource Center to take advantage of Eloqua's intuitive recognition, which enables visitors to have seamless and automatic access to other assets.

This gradual data collection process also uses dynamic fields to gather name, phone number, country and postal code using value and validation, and has the important opt-in "Contact Me" option.

Incorporating Eloqua's progressive profiling functionally, Couch & Associates established gated forms with pre-defined questions permitting four successive downloads within a 6-month period. A prospect's profile is now displayed with each download request, giving them the opportunity to progressively update their information without having to resubmit any forms.

This path is less awkward, represents "fair trade" information exchange, and vastly improves the user experience.

"We needed to instantly, constantly update prospects with every new trend by sending something out. The new gated form approach became the best way to streamline the process of progressive profiling."

— Rosalyn Ng, Web Marketing Campaign Manager, Informatica

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RESULTS

Informatica's new **'universal'** gated form showed immediate results.

"Informatica's marketing team has reduced campaign creation and content upload time from an hour to less than 10 minutes using this configuration."

— Rosalyn Ng, Web Marketing Campaign Manager, Informatica

Improved efficiency

Better Reporting

The new systems and data integration process put in place by Couch & Associates also helped Informatica with improved reporting and efficiency from the form information gathered.

"Reporting is a lot better now in Salesforce.com. One reason is the system itself is better. We can track all downloads. Also, the overall user experience for our visitors has improved. With the old system visitors had to fill out a form for each asset they wanted. Now, once they pass the first cycle, it's a free-for-all."

— Anna Patton, Senior Business Analyst - Sales Systems, Informatica

Asset I.D. and behavioral data is now pushed directly to the Salesforce.com CRM, Patton adds, which sets the sales team in motion armed with deeper lead insights including the content piece downloaded, lead type, lead source, contact info and more.

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RESULTS

The new content delivery structure has improved nurturing as well, says Ng. She explains that when prospects download a certain white paper – one on Data Quality for example – they are now prompted to view the online Data Quality demo and any other related content. This type of drip marketing and nurturing is hardwired to the new form, she says.

Overall, Informatica executives credit the Couch & Associates content delivery upgrade with the following results:

- Increased content downloads, which is growing Informatica's pipeline;
- A streamlined backend process facilitating faster creation of custom landing pages, uploading of videos, webinars, podcasts, case studies and other media;
- Greatly improved integration of the Eloqua and Salesforce.com platforms;
- A new level of prospect contact information personalization;
- Elimination of the old auto-responder email, which has been replaced with instantaneous access to any asset with a single form submission;
- Reduced campaign creation errors.

*Improved
Integration*

**Increased
content
downloads**