

COUCH & ASSOCIATES

OPENTEXT A CASE STUDY



Capitalizing On Content Value To Maximize Campaign Results

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CAPITALIZING ON CONTENT VALUE TO MAXIMIZE CAMPAIGN RESULTS

SUMMARY OPENTEXT

An enterprise software company and leader in enterprise content management, OpenText helps organizations manage and gain the true value of their business content. OpenText brings two decades of expertise supporting millions of users in 114 countries.

A dark grey circle containing the text "OpenText" in white.A blue circle containing the text "Case Study" in white.

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 OPENTEXT

OpenText brings together leading content experts to help organizations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness.

BUSINESS CHALLENGE

To address its need for enhanced efficiency, OpenText sought an automated marketing process to address their lead intelligence and prioritization issues. After reviewing the competitive options for marketing automation, OpenText selected the Eloqua marketing automation platform based on its scalability, deep functionality and ease of use. The company then engaged with Eloqua Preferred Partner, Couch & Associates, for implementation consulting.

The company sought out a solution that would:

- Streamline the construction of landing pages, email campaigns and personalization, leveraging the Eloqua for Microsoft Outlook (ELMO) application as well.
- Cater to the need for personalization by utilizing browser language to accurately serve up geo-specific and language-specific content; and
- Support the marketing activities and resources that help demonstrate education and value.



The company chose Couch & Associates based on its expertise and experience within the Eloqua platform. Moreover, the company consults Couch as a “go-to guide” for technical issues.

“The Better Together campaign was our first major foray into truly integrated campaigns. It was also one of the first that we built on the Eloqua platform. The campaign has been instrumental in shaping all major campaign developments for OpenText. ”

— Jacqueline Saayman, Director, eMarketing and Programs, EMEA, OpenText

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SOLUTION

To showcase its solutions for the Microsoft platform, OpenText sought a way to complement campaigns managed by automation platform Eloqua. Aptly titled the “Better Together” campaign, OpenText developed messaging that applies to both the technologies (OpenText & Microsoft) and to the individual personas within the target organizations (who traditionally saw themselves as supporters of competing ECM technology stacks). The fundamental message of the campaign is that organizations can streamline the achievement of corporate goals better if they work together, as opposed to competing with one another.



Progressive Profiling

Gated Forms

Conceptually, the campaign ideas and content were developed in-house, a collaborative effort between EMEA marketing and the Microsoft business unit at OpenText. OpenText worked with creative agency Demodia who created much of the creative front end and many of the lead-generating tools that make up the campaign. And the company contracted Couch Associates to manage the more technical elements of progressive profiling and Eloqua integration. The campaign began in EMEA, initially in English, German and French, but rapidly became global, executed across North America and Asia Pacific.

The “Better Together” Campaign was built on an Eloqua hypersite with a series of Eloqua emails that created a base for the nurturing program. The web site uses progressive profiling and gated forms to protect the resources on the site. When visitors attempt to access an asset, they are presented with a series of short forms, rather than a larger, more intensive form at the very first download, or initial touch.

SOLUTION

Through four forms, the OpenText team was able to gradually garner a complete contact profile.

“A campaign that was meant to highlight how OpenText and Microsoft work ‘better together’ ended up paving the way for a more integrated approach to global campaigns — taking the needs of many different regions into account. And it brought OpenText marketing teams together to leverage each other’s efforts in an unprecedented way.”

— Jacqueline Saayman, Director, eMarketing and Programs, EMEA, OpenText

The campaign featured a SharePoint assessment tool, which invited prospects to answer different questions about their objectives. Respondents then received results in the form of graphs, charts and recommendations. A Benefits calculator provides users the financial benefits accruing from the use of OpenText solutions. Both tools are closely integrated with Eloqua, and the results of both the assessment and the benefits calculations are fed into Eloqua and thus to the lead record in SalesForce.com so they are accessible to the sales teams responsible for following up on leads.



All of the campaign assets are presented within a social framework, which means instead of clicking on a link to view a PDF in full screen mode, users actually see the requested asset within a social context. On the same page, the content can be shared via Facebook, LinkedIn or Twitter. Users also can rate and/or comment, as well as view related content. This framework also feeds Eloqua, and Eloqua notifications are used to ensure that staff are alerted to and can timeously respond to comments on content.

SOLUTION

The campaign site includes a partner framework, as OpenText has integrated reselling partners into the campaign. The company swapped out different elements of the homepage, depending on a query string contained in the URL. The partner's prospects then see a site that is jointly branded as OpenText, Microsoft AND the referring partner. The company currently has several partners globally using the functionality.

“The interesting thing about the campaign is it really has become almost like a community...The campaign improved the awareness of OpenText solutions for Microsoft SharePoint —within our customer base, within OpenText and, importantly, within our strategic partner, Microsoft. Both OpenText and Microsoft staff started using the campaign site as a preferred resource.”

— Jacqueline Saayman, Director, eMarketing and Programs, EMEA, OpenText

RESULTS

The “Better Together” Campaign is the single most successful campaign OpenText has ever run, with multi-million dollars worth of opportunities directly attributable to this campaign to date. The Better Together Campaign also won the **2011 Eloqua Markie for Best International Campaign**.

OpenText supplemented the initial campaign launch with other marketing activities to drive awareness and participation. Due to the wealth of educational resources and materials, the “Better Together” community became the go-to place for people interested in a specific topic area. To that end, many customers and prospects are still using it today as a regular resource. Additionally, OpenText and Microsoft stakeholders consistently point their prospects and customers to it.

*Multi-Million
Dollars*

*Worth of
Opportunities*

RESULTS

The campaign is successful primarily because it extended beyond a simple marketing campaign into a community - OpenText plans to add a blog to the web site in the near future. The campaign also provided a framework of techniques, processes, tools and nurture programs that are now included as part of the standard campaign toolkit for OpenText's new integrated campaigns.



*Nurture
Program*

*Integrated
Campaign*

“Never before have we had a campaign that has achieved this level of international adoption, and never have these financial results been achieved from a single campaign.”

— Jacqueline Saayman, Director, eMarketing and Programs, EMEA, OpenText