

opentext™

Case Study

How Couch & Associates
maximized OpenText's
campaign results by
streamlining the creation
and distribution of content

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About OpenText

An enterprise software company and leader in enterprise content management, 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.

Overview

To address their need for enhanced operational efficiency, OpenText sought an automated marketing process to address their lead intelligence and prioritization issues. The new processes had to be in place for the launch of Open Text's better together campaign, intended to demonstrate what organizations can achieve if they work together, as opposed to competing with one another.

OpenText worked with a creative agency to create much of the front end and lead-generating tools that make up the campaign. The company contracted Couch Associates to manage the more technical elements of progressive profiling and Eloqua integration.

Outcomes:

1. Markie award for Best International Campaign
2. Increased response and adoption rates

Key Considerations

1. Streamline the construction of landing pages, email campaigns and personalization, leveraging the Eloqua for Microsoft Outlook (ELMO) application.
2. Utilize browser language to accurately serve up geo-specific and language-specific content for further personalization.
3. Support the marketing activities and resources that help demonstrate education and value.

Approach



Campaign Setup

- Build the Better Together campaign on an Eloqua hyper-site, setting up a series of emails as the base of the lead nurturing program.
- Set up progressive profiling through gated forms to gain customer information over time, replacing one long form with four shorter ones to limit abandonment.
- Leverage SharePoint's assessment tool, inviting prospects to answer different questions about their own objectives and share the information through graphs, charts and recommendations.
- Develop a benefits calculator, clearly reporting the financial benefits accruing from OpenText solutions to users.



Integrations and Reporting

- Integrate the assessment tool and calculator with Eloqua, automating a sync of information from each tool into Eloqua and their CRM, Salesforce.com, allowing the sales team to follow up on leads.
- Present all campaign assets within a social framework, allowing users to rate, comment and view related content, feeding information to Eloqua.
- Integrate OpenText's reselling partners into a partner framework in the campaign site, ensuring homepage elements change, depending on a query string contained in the URL. A partner's prospects see a site jointly branded by OpenText, Microsoft and the referring partner.
- Set up notifications to alert staff to respond to customer feedback or requests in a timely manner.

Results



1. The Better Together campaign won a Markie award in the category Best International Campaign.



2. Achieved OpenText's highest campaign ROI.



3. Increased response and adoption rates resulting from effective form strategy.



4. Improved team collaboration through the sharing of information across platforms and cohesive work practices.



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*



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