



Case Study

Postini

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Postini Scores Big with Eloqua's Automated Lead Scoring Application

Postini, as the leader in Integrated Message Management, provides security, compliance, availability and visibility solutions for corporate email and instant messaging systems. This is no small feat given the dramatic rise in email volume, spam, viruses and other threats to digital communication. A pioneer in the market for message management solutions, Postini helps protect businesses from a wide range of IM and email threats, addresses regulatory compliance requirements and enables the management and enforcement of enterprise policies.

Being in the business of email communications put Postini in an awkward position when it came to marketing their products and services – customers and prospects invariably requested information via email when the problem they were trying to solve was email-related. The company's marketing team was well aware of the benefits of email as a lead generation tool, however, the nature of their business required them to be extremely careful about who, when and how they communicated their value proposition.

"We avoided direct email because we did not have a reliable way to communicate with only those people who requested additional information or to update their preferences should they change their minds," said Drew Paik, director of Marketing Operations. "We had communication preferences saved in several different databases and we could not easily tailor the messages to their unique situations. Postini relied mostly on events, direct mail and whitepaper syndication – but these did not give us any indication about the interest level or the communication preferences of the recipient."

A new approach

The marketing team needed to make a change. They began evaluating a

number of marketing system vendors from traditional email agencies to full marketing automation systems. Postini had a few key requirements in mind for the solution. It had to be deeply integrated with Salesforce.com so that all marketing activities could be tracked and made visible to sales. The new solution needed to scale with the company's growth and offer a broad mix of marketing channels. Also, respect for the communication preferences of prospects and customers was extremely important given the nature of the message management space. Finally, the solution had to provide visibility into a prospect's level of interest and rank them accordingly in order to keep sales focused on those leads most likely to convert to revenue opportunities.

These requirements led Postini to Eloqua Corporation. Eloqua's Conversion Suite enables business-to-business organizations to execute, measure and automate email, direct mail, web and other marketing programs on a single integrated platform. Each marketing channel rests on a common base of software for profiling, analytics and segmentation. The Eloqua platform enabled Postini to easily compare campaign results and determine which was most effective at cultivating buyer behavior. This end-to-end approach also enabled Eloqua users to see, in detail, prospect activity from initial email opens to resulting website activity. As prospects become more active and responsive to campaigns, Eloqua automatically builds and maintains a dynamic profile that is shared with the sales team through Salesforce.com.

“Knowing how prospects have responded to marketing campaigns before you make the call is the single biggest factor in uncovering revenue opportunities for our inside sales team”

Drew Paik, director of Marketing Operations, Postini

Of particular interest to Paik's team was Eloqua's Program Builder, a marketing workflow automation tool. Program Builder provided the foundation for an automated lead scoring system that could rank Postini's leads according to virtually any explicitly or implicitly known information – from the contact's title, company or region to his or her activity data like number of website visits, email opens or form submissions. With this kind of automation, Paik could deliver only the most qualified leads to sales - those that were actively evaluating messaging management vendors - while placing 'lukewarm' leads that were just gathering information into marketing programs designed to nurture their interest.

In July 2005, Postini began implementing Eloqua Conversion Suite, focusing the first phase on Marketing Conversion, a module that tightly links email marketing, website analytics and website forms processing. Eloqua's on-demand architecture made it relatively easy to deploy, access and use the application without requiring Paik and others to rely on IT support. Eloqua's deep integration with Salesforce.com enabled sales reps to see which of their prospects were being 'touched' by marketing campaigns and how often and when they visited the Postini web site, including which pages and for how long.

Implicit data like email response and website activity can change a COLD lead to a HOT lead.

Opportunity Qualification Sheet		COLD LEAD									
Contact Name	John Smith										
Title	Marketing Executive										
Company	ACME Co.										
Company Size	1000-5000 employees										
Buying Horizon	6-9 months										
Role	n/a										
Activity Log:	<table border="1"> <thead> <tr> <th>Date</th> <th>Activity</th> </tr> </thead> <tbody> <tr> <td>10/25/2005</td> <td>Call - Left Voice Mail</td> </tr> <tr> <td>10/15/2005</td> <td>Call - Left Voice Mail</td> </tr> <tr> <td>10/10/2005</td> <td>Email Sent</td> </tr> <tr> <td>10/5/2005</td> <td>Call - Left Voice Mail</td> </tr> </tbody> </table>	Date	Activity	10/25/2005	Call - Left Voice Mail	10/15/2005	Call - Left Voice Mail	10/10/2005	Email Sent	10/5/2005	Call - Left Voice Mail
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Opportunity Qualification Sheet		HOT LEAD																	
Contact Name	John Smith																		
Title	Marketing Executive																		
Company	ACME Co.																		
Company Size	1000-5000 employees																		
Buying Horizon	6-9 months																		
Role	n/a																		
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Within 30 days of implementation, Postini was deploying campaigns with Eloqua. “The deployment was easier than I expected – Eloqua’s service team did a fantastic job of supporting us throughout the process. The quality of customer service was impossible to determine prior to becoming a customer, but it’s one of the key reasons for our success and satisfaction since becoming a client,” said Paik.

A new approach

Almost immediately after initial implementation, Postini began investigating ways to focus the sales team on the best qualified leads to emerge from Eloqua campaigns. The solution proposed was a lead scoring system that would automatically rank leads based on a number of criteria and then automatically distribute those that scored well to the field. Eloqua offered a distinct advantage in this process by tracking indicators of buying interest in the form of marketing response, activity or interest.

Using Eloqua’s Program Builder, Paik assembled an automated process by which prospects that are actively evaluating vendors get prioritized over those just gathering information, or, most importantly, those who prefer to be left alone. When a sales rep receives leads from the marketing department, they arrive with a comprehensive lead score and detailed activity profiles, enabling the rep to better understand which ones should be contacted immediately.

Those leads that do not meet the quality requirements for distribution to sales go into alternative automated marketing programs. Another series of thought leadership emails represents the Postini lead ‘nurturing’ program, which seeks to build awareness of Postini’s products over time. Another treatment is a lead ‘harvesting’ program that sends the lead a series of email communications designed to elicit activity that is used to better qualify the lead. Both are governed by the

recipient's communication preferences in accordance with Postini's strict policies concerning email marketing. This ensures that Postini is always compliant with the prospect's wishes and its own privacy policies.

The results have been dramatic. One of the first sales organizations to reap the benefits of the lead scoring system is Postini's Mid-Market Sales team. This group calls on mid-sized enterprises with a daily goal of 50-100 calls per day per telesales rep. Since they began orienting their calling campaigns around prospect lead scores, they have doubled their productivity. This means that a telesales rep working off a list of leads ranked by their response to Eloqua email campaigns can uncover twice as many revenue opportunities as from straight cold calling. Responses include those prospects that have visited the Postini website, clicked through emails or opened emails multiple times.

Postini has scored big with lead scoring. Using sophisticated tracking technology, the company has been able to overcome a significant constraint on sales effectiveness - the number of productive calls that can be made per day. Sales reps know who to call first – resulting in higher success rates per call, fewer voicemail messages and, most importantly, fewer email messages. The teamwork between marketing and sales has enabled sales reps to be more efficient in following up on leads. The proof point: salespeople are now requesting marketing campaigns using Eloqua to 'prime the pump' for their telesales efforts.

For Drew Paik, the implications are significant: "We feel that we have only really scratched the surface with respect to how Eloqua's marketing automation and campaign analytics can drive further revenue growth. Not only can we achieve significant scale and efficiency by automating those processes that would otherwise consume precious hours, but we can now get unprecedented visibility into the revenue impact of every marketing program. This gives marketers the accountability, control and credibility that have been elusive with traditional marketing channels."

About Eloqua Corporation

Eloqua's global customers include Sybase, Seagate, Nokia, JBoss, Administaff, Nuance and many other leading marketers. Founded in 1999, Eloqua provides the leading integrated demand generation platform for executing, automating and measuring highly effective business-to-business marketing programs. Unlike stand-alone email products, Eloqua's Conversion Suite combines email, direct mail, chat, and website analytics to drive the entire marketing process from contact to close, while making prospect interest and intent visible at every step. With market-leading technology backed by expert professional services, Eloqua automates best practices in demand generation for marketers who need to produce a continuous flow of qualified leads for their sales force. Eloqua Corporation is headquartered in Toronto with offices in Boston, San Francisco, Austin and London.