Marketing Automation Helps visionapp Expand Roadshow Visibility

DEMANDGEN®

*Leading cloud computing vendor depends on DemandGen®
to leverage marketing automation for managing
roadshow invitations and registrations—dramatically
driving up attendance.*

As an active player in the cloud computing market for more than a decade, visionapp, an ASG company, supplies software and services for private, public and hybrid cloud solutions.

Having deployed the Eloqua marketing automation system, the visionapp marketing team was eager to execute on the promise of marketing automation. As its first project, the team wanted to set up a comprehensive automated event invitation and registration process for the company's upcoming CloudFactory roadshow: a platform for professionals exploring the emerging trend of cloud computing to come together, learn more, and ask questions onsite.

"The CloudFactory roadshow is designed to educate our target market, and to educate them, we have to get them to attend," said Marina Walser, Chief Marketing Officer. "We felt that using Eloqua could benefit visionapp in several ways: streamlining management of the CloudFactory marketing program, enhancing our ability to track and measure its effectiveness, and improving event attendance."

Because DemandGen had successfully executed visionapp's initial Eloqua deployment and implementation of its lead scoring program, the company was a logical choice to support the marketing team with this automated program.

The Secret Recipe: Infrastructure, Integration, and Tracking

To kick off visionapp's automated event registration program, DemandGen recommended starting with the infrastructure. First, the team ran a data audit to assess profile completeness and level of standardization. Next, the database was segmented based on gender, language, and other event-specific criteria, then standardized to allow better targeting.

DemandGen worked with visionapp to design the program flow and integration with external portals and webpages. Data needed to flow seamlessly from one system to the other to provide a better customer experience: from the first click to the actual registration.

Finally, the program was designed to leverage a prospect's digital footprint by tracking the activity and interactions. The intent was to drive as many registrations as possible by creating a relevant dialog, so the program had

HIGHLIGHTS

MARKET: Marketing solutions

INDUSTRY: Cloud computing

SOLUTION: DemandGen's multi-touch, multi-lingual automated event management program

- **Database audit and standardization**

- **Infrastructure planning for registration integration with other portals**

- **Segmentation, personalization, and timing for increased response**

Registrations increased from 5 – 10 per show to 90 per show—an increase of as much as 1700%.

to be tailored to match a prospect's online behavior and engagement level. Each communication needed to highly customized, event-triggered, and delivered real-time.

The Numbers Tell a Story of Success

The results of the program have been excellent for visionapp. The company reported a higher email open rate due to the relevancy, timing, personalization level and segmentation applied. Open rates were up to 20% for inactive contacts and 47% for active and engaged prospects. In addition, visionapp saw an increase in the click-through rate when targeting active contacts.

While these metrics prove that automated, well-designed programs have a significant impact on soft metrics, ultimately visionapp's goal was to drive registration. The end result was most impressive: registrations increased from 5 – 10 per show to 90 per show—an increase of as much as 1700%. Other benefits from the program were a higher number of downloads and more traffic to the CloudFactory microsite.

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ABOUT VISIONAPP
A leading provider of private and public cloud computing solutions, visionapp also provides intelligent software as a service (SaaS) platforms and automation software. The German company was created ten years ago out of Dresdner Bank's 'Starship' IT project, and designs, develops, implements and operates IT infrastructures and solutions for the flexible, needs-based provision of IT applications and services. With visionapp's solutions, companies of all sizes and industries can optimize their operational processes and the use of critical applications while simultaneously greatly reducing IT costs.
www.visionapp.com

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CASE STUDY

ABOUT DEMANDGEN
DemandGen is a global team of marketing automation and lead management experts, with centers of excellence across North America and Europe. Best known for its award-winning lead scoring and nurturing methodologies, DemandGen has helped hundreds of clients establish best practices, implement effective lead management programs, and produce measurable results.

DemandGen – US
9000 Crow Canyon Road, Suite 180
Danville, CA 94506-1189
Phone: 925-984-2103
Fax: 925-886-8662

DemandGen – Germany
Raiffeisenallee 5
82041 Oberhaching/Munich
Germany
Phone: +49 89 203 21 04-0
Fax: +49 89 203 21 04-35

DemandGen – UK
Kingsgate House
12-50 Kingsgate Road
Kingston, Surrey KT2 5AA
England, UK

DemandGen – Asia
21, Bukit Batok Crescent #07-80
WCEGA Tower
Singapore 658065
Phone: +65 96222100
Fax: +65 65700693

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