

SUCCESS STORY

Implementing Marketo Engage & Bizible

Increase MQL conversions by 18% & Improved Marketing Efficiency

This SaaS company was able to save time on tedious system management and manual reporting. Using that time to craft better campaigns that generated real results

SEGMENT

TECHNOLOGY

TACTICS

TECHSTACK STRATEGY

TECHSTACK IMPLEMENTATION

CAMPAIGNING

REPORTING



THE PROBLEM

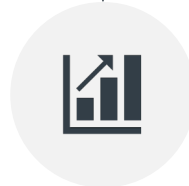
BombBomb invested in HubSpot for three years and, although satisfied with the tool for basic day-to-day email campaigning, knew more functionality and reporting would be needed soon to meet their growing team. With BombBomb's explosive growth, the marketing team knew they'd need technology to scale.



THE SOLUTION

Their switch to Marketo Engage plus Bizible created time-saving efficiencies, reduced data errors, saved Salesforce costs and created a better customer experience. This engagement included:

- Mirrored Marketo and Salesforce databases
- 1500 manually managed lists in Hubspot transition to an automated, master database in Marketo Engage
- Converting 290 workflows in HubSpot to 12 Marketo Engage programs
- Converting 155 Hubspot forms to 5 global Marketo forms
- 1500 manually managed lists in Hubspot transition to an automated, master database in Marketo Engage
- Bizible implementation to show end-to-end marketing attribution
- Integration between Marketo Engage lead scoring, Bizible attribution and product-specific data to model and predict churn, time to buy and lifetime value



THE RESULTS

Within weeks of implementing Marketo Engage plus Bizible, the BombBomb marketing team could report **5-digit Closed Won revenue contribution**. Beyond showing results, with the Bizible implementation and integration, they were finally able to see which campaigns generated the revenue to invest more there, while throttling back on campaigns now generating results.

In addition to revenue, the team **saved over 60 hours per month**, leaving them time to work on more campaigns and scale their efforts.