

DATA

Information

Insight

Strategy

ACTION

The Business Issue

Founded in Chicago in 1946, The College of American Pathologists (CAP) is the world's largest association, composed exclusively of board-certified pathologists. It educates, inspects, and accredits medical laboratories worldwide.

Historically, marketers at CAP have made great attempts to connect with laboratory professionals in order to solidify their existing partnerships and to create new ones, as well. However, the marketing team had very little data to use to measure their success before implementing Marketo. The CAP team was forced to make fuzzy estimates about the effectiveness of their efforts and their contribution to the success of the organization as a whole.

The CAP marketing team was hungry for real data and timely insights. They wanted answers to their questions, and they wanted to make informed decisions to improve their effectiveness. The notion of scientific experimentation with their marketing programs, testing hypotheses and using data to prove or disprove them, had great appeal to them.

The AmberLeaf and Marketo Solution

In order to get to a place where they could use data to make decisions, the team decided to implement Marketo as their new marketing automation platform. The team, working with AmberLeaf, successfully implemented their new Marketo instance over the course of two months. Multiple stakeholders from across the organization participated in numerous planning and requirements gathering sessions. Once the instance was live, AmberLeaf delivered a series of comprehensive training exercises, successfully scheduling their first outbound campaigns shortly thereafter.

The team was delighted to see open rates of over 40 percent and click rates nearing 20 percent in their first month using Marketo. Simply having email performance data available to the marketing department was a huge step forward for CAP.

CAP is now able to use the system with confidence, enjoying a wealth of lead and program data that previously was unavailable to the marketers and to the organization as a whole. The team now excitedly monitors open rates, clicks, and click-to-open ratios, all while keeping a keen eye on unsubscribes and bounces to monitor the health of their database.

Conversations around topics like sender scores and conversion optimization are the new buzz at CAP, and the company looks forward to soon defining their demand funnel, establishing lead scoring, and implementing sophisticated nurture programs. They are excited about their results with Marketo so far and thrilled about what the future holds as they continue on their marketing automation journey.

According to Jim Orheim, Senior Director of Marketing, "Our team has done a lot of work to improve our marketing processes in recent years. The implementation of Marketo amplifies the talents of our marketers by improving the efficiency of our process, delivering expected outcomes and enabling measurement of campaign effectiveness/ROI."

The CAP team is now able to approach marketing in a scientific way, testing hypotheses, boosting metrics, and leveraging data in order to increase their success with every program they create.

AmberLeaf (www.amberleaf.net) combines strong business and operational planning with innovative software solutions from Marketo (www.marketo.com) to ensure our client base serves the right customers in the right ways to generate the greatest return. To learn more about how AmberLeaf can help your company improve customer experience increase its sales success, contact us at 312.474.6120, or info@amberleaf.net.