



# *Migrating to Marketo: Moving Marketing Mountains with Better Technology*

DATA

Information

Insight

Strategy

ACTION

## **The Business Issue**

A Fortune 50 healthcare technology approached AmberLeaf to improve their digital marketing processes. The company sells powerful software that takes health data for organizations and aggregates, transforms, and loads it into a dedicated database so that stakeholders are able to make powerful decisions around health costs, utilization, and improved care.

Historically, their marketers used an older marketing automation platform, but they wanted a plan to automate processes and integrate new technologies to increase their efficiencies as much as possible.

The marketing team was hungry for timely insights and streamlined processes. They wanted more sales and marketing alignment. They craved real-time reporting on the behaviors of their best leads, and they wanted to create new campaigns to nurture these leads with ease.

## **The AmberLeaf and Marketo Solution**

For these reasons, the team decided to implement Marketo. Working with AmberLeaf, they successfully implemented their new Marketo instance over the course of two months. Multiple stakeholders from across the organization participated in the process, and once the instance was live, AmberLeaf delivered a series of comprehensive training sessions. The team then deployed their first outbound Marketo campaigns shortly thereafter.

The team was delighted as they created beautiful emails, landing pages, and campaigns in Marketo with ease. They loved its scalability, as well as their custom integration with Salesforce. AmberLeaf synced the two platforms to create a powerful synergy across the organization, establishing field mapping, sync rules, and configuring the integration.

AmberLeaf then helped to deploy Marketo Sales Insight, a powerful module within Salesforce that supports sales directly by showing stars and flames to represent lead qualification and urgency. It also features a real-time news ticker that shows lead and company engagement and activities, as well as Best Bets and Watch List features that help sales to be as successful as possible when prioritizing their time.

Next, AmberLeaf helped to further build out their vision of efficiency by integrating social media, webinar platforms, web metrics, and video resources into their rapidly growing tech stack to further optimize their demand funnel and automate their lead nurturing processes.

According to the company's Marketing Leader Alexis Scarpinato, "This transition has been wonderful for us. We love the new capabilities we now have with Marketo, and working with AmberLeaf has been awesome. It's been one of the best decisions we've made so far, and we greatly value their partnership. When we have questions, we know AmberLeaf will be there to guide us."

AmberLeaf ([www.amberleaf.net](http://www.amberleaf.net)) combines strong business and operational planning with innovative software solutions from Marketo ([www.marketo.com](http://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](mailto:info@amberleaf.net).