

Leveraging New Data to Craft Successful Nurtures

New Relic Adds Over \$251K to the Sales Pipeline, Thanks to DemandGen.



BACKGROUND

New Relic wanted to launch a competitive email nurturing program, employing Datanyze, a sales intelligence technology used to detect when a website was using one of New Relic Browser's competing technologies. The purpose of the campaign was to generate interest in the New Relic Browser from both new and existing leads. It would include a series of emails with value points and relevant case studies, and would attempt to persuade companies using competing technologies to consider adopting New Relic instead of renewing with the competitor.

CHALLENGE

New Relic had existing nurturing programs for recycled leads and prospects, but wanted to enhance those programs by determining ahead of time who was using competing solutions. The goal was to boost sales and maximize the productivity of the company's sales force, while increasing awareness and engagement.

"Creating a message that resonates with the audience and is highly relevant is difficult to do without a great deal of intelligence about the challenges they're trying to solve," said Isabel Sobral, Marketing Operations Specialist at New Relic. "Using different types of data such as demographic and firmographic data points helps, but doesn't complete the picture. Now that marketing has become more digital, we can tap into new types of data that help inform how to craft them messaging and get it right the first time."

For example, knowing what technology platforms prospective customers are adding to their stack can enable New Relic to offer targeted services that promise to optimize those new platforms. Systems such as Datanyze can assemble a technographic profile based on how they access various digital resources such as a web page. The

SITUATION

New Relic needed to connect data mined from a new technology platform to Marketo, so they could fine-tune marketing messages and offer targeted services to prospects.

SOLUTION

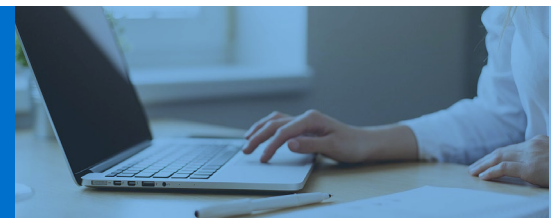
DemandGen developed a web hook connecting the Datanyze sales intelligence technology platform to New Relic's marketing automation system, Marketo.

RESULTS

With insight from technographic data, New Relic can now customize campaigns to deliver relevant content. Initial results include a 32.8% open rate for a nurture program that leveraged the new data, leading to over \$250K in new pipeline.

“Not only did our DemandGen partnership enable us to maximize the use of our new technology platform, but gives us access to strategic thinking around developing hard hitting, targeted nurture campaigns.”

– Isabel Sobral, Marketing Operations Specialist, New Relic



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trick, however, is getting that data into a marketing automation platform so it can be used to craft tailored, relevant campaigns.

“If we can send emails with specific value points that differentiate the New Relic Browser from competitors’ browsers, for example, we can entice users to switch to our product,” said Sobral. “We want to ensure we are sending relevant nurture streams customized to the buyer’s journey.”

SOLUTION

Sobral turned to DemandGen for help connecting Datanyze with Marketo. By creating a web hook that connects Marketo to other services APIs, DemandGen was able to establish an integration between Marketo and Datanyze that provides access to the technographic data New Relic needs to hone its messaging.

The web hook is triggered on an ad hoc or scheduled basis to pull data from the external Datanyze service into Marketo. Here’s how it works: when a new prospect completes an activity on the New Relic website—for example, signing up for a webinar—the web hook pings Datanyze, which has identified the technologies the prospect used to access the web content. That data is fed back into Marketo, enabling insight into what technologies the prospect uses, how long they’ve been using it, and if they may be up for a license renewal.

“With this insight, we can communicate with prospects specifically about what technologies they’re using,” said Sobral.

Leveraging DemandGen’s expertise, Sobral first ran two different recycled nurture programs. The programs were designed to identify companies using competing products, such as Google Analytics, Soasta, Airbrak.io and others. Additionally, they aimed to identify leads with specific job titles. The cadence of the nurture was as follows

- **Six weeks after the competing technologies field is updated:** Net-new leads receive an email offering Browser value points and opt-in/opt-out text. If they opt in, they stay in the nurture; if they opt out, they are removed. Existing leads receive the same e-mail without the opt-in/opt-out text.
- **Six weeks after delivery of first email:** An A/B test is run with two different calls to action: 1) request a demo, 2) start a free trial.
- **Six weeks to 12 months after second email:** Leads then receive emails every six weeks for 12 months, encouraging them to try New Relic’s browser product or talk to a rep before renewing with a competitor.

RESULTS

Results of leveraging the new data to craft the nurture campaign were evident. “The first send yielded an average open rate of 32.8%, and generated \$251.9k in pipeline,” said Sobral. “With better insight into what our prospects are actually using to access content, we can fine-tune our messaging and reach out to them at the most opportune time.”

According to Sobral, New Relic’s partnership with DemandGen helps yield the best results from the company’s prospect database assets. “Not only did our DemandGen partnership enable us to maximize the use of our new technology platform, but gives us access to strategic thinking around developing hard hitting, targeted nurture campaigns.”

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