

Lattice Engines' and Marketo's platforms create and deliver hyper-targeted and cohesive experiences across multiple channels.



- **Customer:** Informatica
- **Partner:** Lattice Engines
- **Industry:** Software
- **Co. Size:** 3500 +
- **HQ:** Redwood City, CA, USA
- **Annual Sales:** \$1.05 billion (2015)

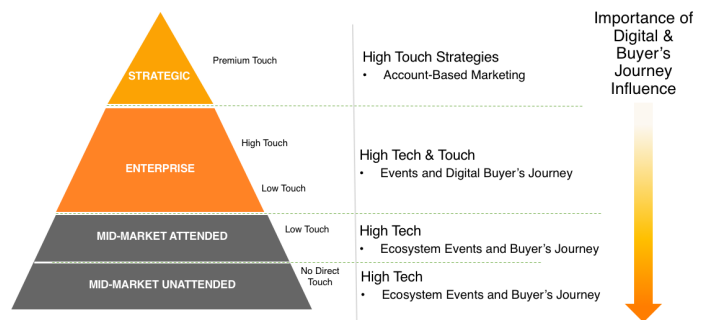
ABOUT INFORMATICA: THE ENTERPRISE CLOUD DATA MANAGEMENT LEADER

Informatica, the Enterprise Cloud Data Management leader, accelerates data-driven digital transformation by enabling companies to become more agile, realize new growth opportunities and create new innovations. With 100 percent focus on everything data, the Informatica Intelligent Data Platform is the industry's most complete and modular solution, built on a microservices architecture. Informatica has helped over 9,000 customers over 25 years unleash the power of their data.

THE CHALLENGE: CREATING A PERSONALIZED BUYER'S JOURNEY

Informatica wanted to create a personalized buyer's journey. Prior to implementing Lattice and Marketo, Informatica primarily targeted accounts in the strategic and enterprise level. They wanted to expand and grow their mid-market targets that had little to no touch throughout the buyer's journey. Informatica wanted to connect across the entire buyer's journey by creating personalized messaging to those accounts that did not receive any personalized messaging prior.

Marketing Mix by Routes-to-Market



“ Informatica knows that creating an interactive and personalized buyer's journey is critical for the success of account-centric programs.



Steven Shapiro
VP, Digital and Customer Journey

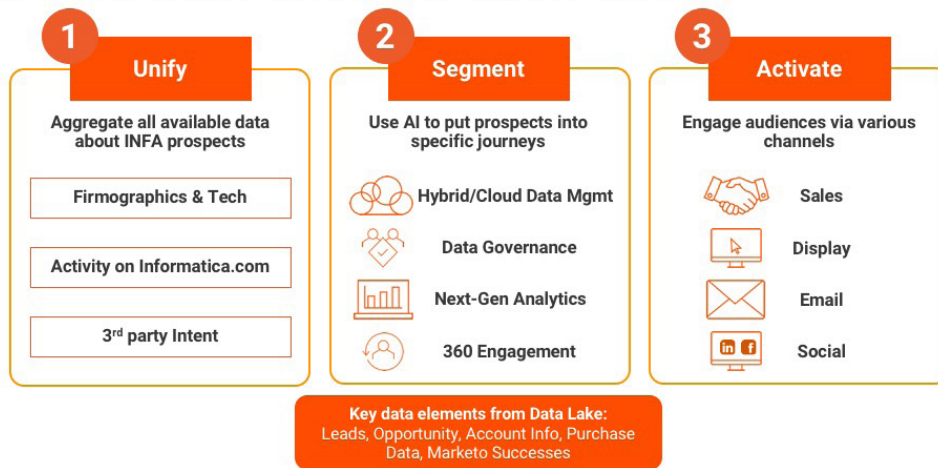
THE SOLUTION: LATTICE AND MARKETO TOGETHER FOR PERSONALIZATION AND ORCHESTRATION

With Marketo and Lattice, Informatica was able to prioritize their inbound leads and focus on their sales and marketing efforts. By using Lattice for data and segmentation and Marketo for orchestration and activation, Informatica saw a 54% decrease in cost-per-quality contact.

They were able to create a personalized experience for all accounts, from strategic to mid-market.

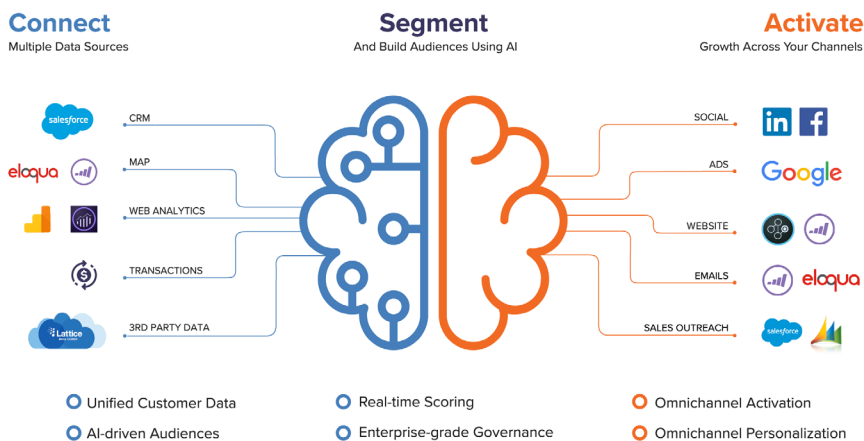
Buyer's Journey in Action

Intelligent conversations to help customers along their Digital Transformation



Informatica used Lattice to segment audiences using all available data about Informatica prospects. With that data, the AI-powered platform provided a 'score', reflecting the company's fit and intent to purchase. This score would let Informatica's sales and marketing teams know which leads were a priority and which could continue to be nurtured.

Lattice Atlas : Trusted AI Foundation for ABM @ Scale



Target accounts were assigned to pre-designated journeys with a specific theme, providing personalized content, which was then orchestrated and activated within Marketo.

Informatica was able to create personalized messaging and engage with audiences through various channels, such as social and display.

HOW WE WON TOGETHER: INFORMATICA SEES 2.3X INCREASE IN POST-CLICK CONVERSIONS

With Lattice and Marketo, Informatica saw transformative results.

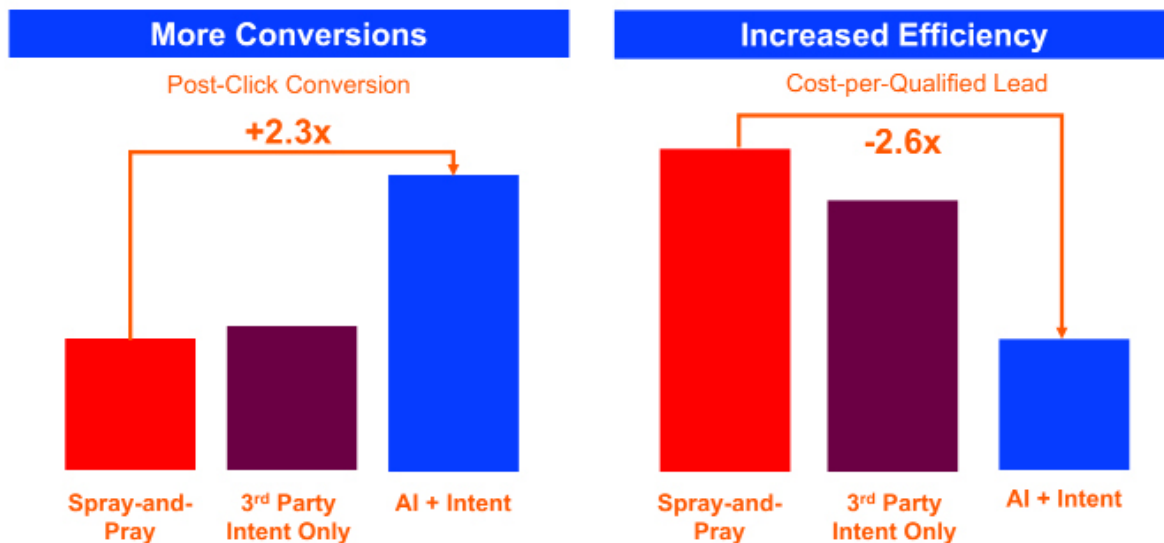
Informatica ran a campaign for “high-fit, high-intent” accounts within LinkedIn. With Lattice, they created their target audience and used AI to match ad-copy to key words, technographics and other indicators, which provided a personalized message to the target account within LinkedIn.

“We’d seen previous success with Lattice’s other solutions and knew that the Lattice Atlas Platform would complement their best-in-class AI-based scoring engine to create automated, engaging campaigns across all of our target accounts. Our vision is to use Lattice as the AI brain that powers all next-best-action marketing decisions.

-Steven Shapiro, Informatica

With AI and 3rd-party intent-based targeting, Informatica saw a +2.3x increase in post-click conversion and -2.6x decrease in cost-per-qualified lead, compared to the traditional ‘spray and pray’ method.

Example LinkedIn Campaign for Contact Acquisition



By using Marketo and Lattice, Informatica was able to capture more data than previously possible and use that insight to create and orchestrate successful personalized buyer’s journeys.