



Driving Market Automation Adoption with Marketo

Opportunity

Our client is charged with designing and operationalizing a multi-million dollar global digital marketing capability through Marketo (3rd party email automation tool). This included localization of marketing assets into 36 different countries in a three-month timeframe, clearly an extremely tight timeline.

The biggest concern is the inability to effectively scale operations

Alhev's Approach

Alhev brought in a team of Marketo certified talent to provide high impact recommendations to improve Marketo function and speed to build/land capabilities in the field. Our team conducted a rapid discovery process to understand the organization's goals and design/delivery methods with Marketo. We focused on fundamentally changing/improving current inefficient delivery processes, ultimately resulting in significant savings to operationalize Marketo. We have partnered with team management to re - architect the tool and present and test viability of recommendations as well as oversee implementation.

Innovation and Impact:

Within a very short period, our team identified more than 35 % savings in delivery processes resulting in significant savings in delivery costs, while reducing future management operations costs. The approach to content development has also been improved. In addition, we have completed a future state end to end process design for how Marketo is implemented and can scale to meet goals and future demands.

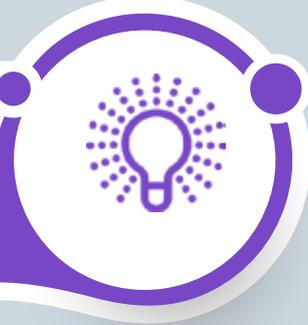
Challenge



Client needed a smarter way of designing and operationalizing their Marketo instance

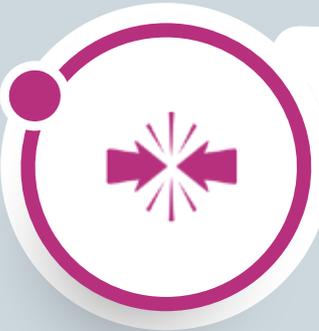
Approach

Alhev Team provided strategy and guidance to establish a program to streamline delivery of Marketo and content development and localization



Impact

Fundamental redesign of delivery processes for the Marketo operation, allowing the client to scale and hit steep goals



Significant operation cost reduction



Designed scalable operation



50% in process delivery savings



Accelerated content build strategy



Alhev Provides



Digital Solutions



Marketing Services



Marketing Automation Service



Digital Media Operations



Data and analytics Solution

About Alhev

Alhev is a Digital and Analytics Solutions Organization that help its clients drive digital transformation and make most of their data. We enable our clients with our deep digital, marketing and analytics capabilities. Combining progressive analytics, technology, and domain expertise —our custom solutions help clients connect data and insights with business decisions



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