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Informatica™

Case Study

A leading data integration
company discovers the power
of serving content—the right
way—to gather sales data, while
improving reporting & efficiency
of its marketing team

About Informatica

Considered the top independent provider of data integration software, Informatica's platform-neutral solution is a comprehensive, unified and open software platform designed for data integration across traditional enterprise, off premise and cloud-based environments.

Informatica is a platform of choice for major operators in the energy/utilities, financial services, healthcare, insurance, life sciences and telecommunications sectors.

Overview

Informatica was relying on auto-responder emails with embedded links to deliver its wealth of content assets (demos, case studies, newsletters and more) to the website visitors who took the time to complete forms to download content.

Informatica's existing auto-responder set-up presented obstacles to lead generation and lead management, negatively impacting the user and customer experience. Given these challenges, Informatica's marketing team felt it was critical to put more intelligent information architecture in place to deliver content, improve reporting, optimize the CRM data feed and eradicate uneconomical use of marketing's time.

Outcomes:

1. **Significant time saving in campaign creation and content uploads**

2. **Deeper lead insights passed to sales**

Key Considerations

1. Develop an effective form strategy within Eloqua to improve UX.

2. Eliminate delays in auto-responder emails and content uploads.

3. Establish a more intelligent information architecture to store and distribute data, content and other information.

Approach

Problem Solving

- Diagnose the existing problems within Informatica's Eloqua instance.

- Develop an improved form and content gating strategy encompassing progressive profiling and intuitive recognition.

Implementations

- Set up a single form that is used for all gated content, removing the multiple independent forms that slow down basic marketing tasks such as content uploads.

- Incorporate progressive profiling within the form with pre-defined questions.

- Permit four downloads within a 6-motnh period after a form is completed. Display a prospect's profile with each download request, allowing them to update their information without submitting another form.

- Set up Informatica's resource center using intuitive recognition, enabling visitors who previously filled out a form to have automatic access to other assets.

Reporting

- Sync Asset I.D. and behavioral data from Eloqua into the Salesforce.com CRM to provide lead insights to sales.

Results

1. Expanded Informatica's pipeline through increased content downloads

2. Reduced campaign creation and content upload time from 1 hour to under 10 minutes

3. Enhanced lead generation with deeper lead insights passed to sales through Salesforce CRM

4. Improved reporting and efficiency of marketing activities provides actionable data for future initiatives

> Reporting is a lot better now in Salesforce.com. One reason is the system itself is better. We can track all downloads. Also, the overall user experience for our visitors has improved. With the old system visitors had to fill out a form for each asset they wanted. Now, once they pass the first cycle, it 's a free-for-all.
>
> — **Anna Patton,**
> *Senior Business Analyst*

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