Executing a Content Marketing Strategy
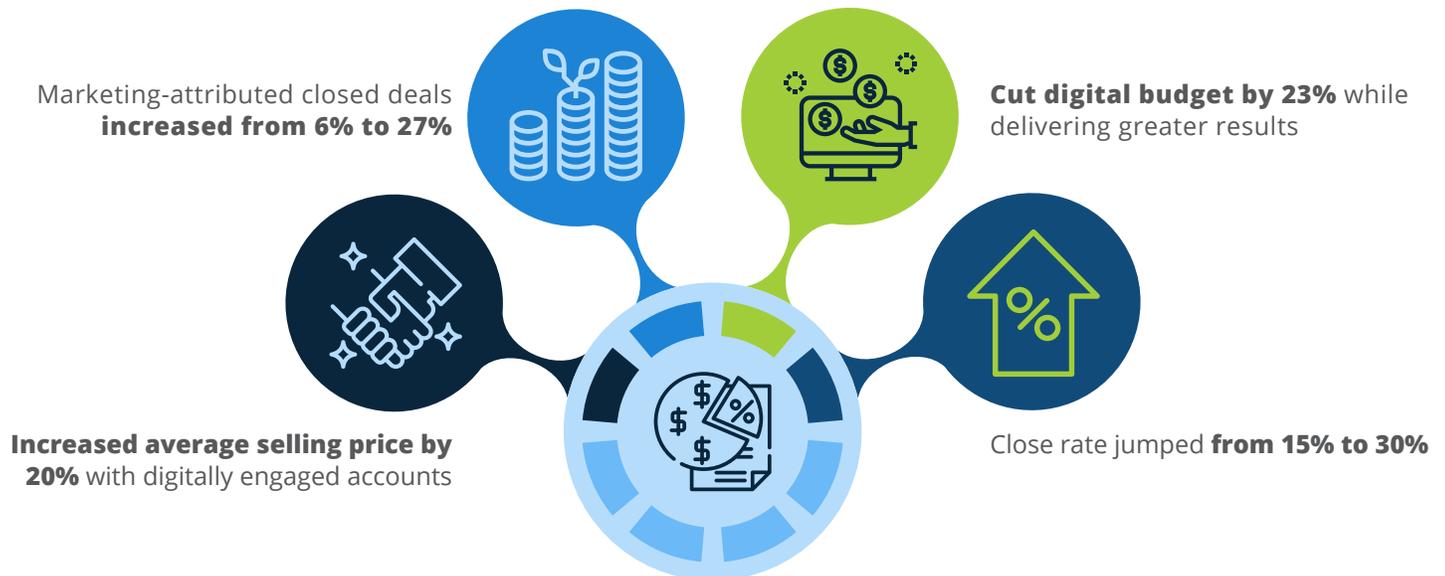## That Increases Deal Size & Revenue

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Commvault is a data protection and information management software provider helping companies protect, access and use their data, anywhere and anytime as a powerful strategic asset. The Commvault marketing team is in the middle of a digital marketing transformation, tailoring its content to the buyer's journey. Converting prospective buyers that arrive at the Commvault website is the easy part. However, as Dawn Colossi, Commvault's Sr. Director of Worldwide Digital Marketing, notes: *"It's obvious that people coming to your site are interested, but there's a ton of people that don't make it there. It's critical to engage larger audiences on trusted third-party sites. But that requires a lot of resources."*

Commvault implemented Integrate's *Demand Orchestration Software* to scale the reach and impact of its always-on content marketing strategy. So far, so good. It's increasing conversion rates, deal size and marketing attributed revenue – all while reducing budget and the use of resources.

HIGHLIGHTS

Marketing-attributed closed deals **increased from 6% to 27%**

Cut digital budget by 23% while delivering greater results

Increased average selling price by 20% with digitally engaged accounts

Close rate jumped **from 15% to 30%**

> "We needed to extend our hard work beyond our website. Paying attention to other sites and treating them like our own – thoughtful of the content we put on them, what they were doing and how they are performing – is key to our strategy's success. That's where Integrate comes in – it's an intelligent way to manage all the channels and measure all the performance data.
>
> **Dawn Colossi**
> Sr. Director of Worldwide Digital Marketing, *CommVault*

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GOALS & OBJECTIVES

Increase the impact of digital marketing investment

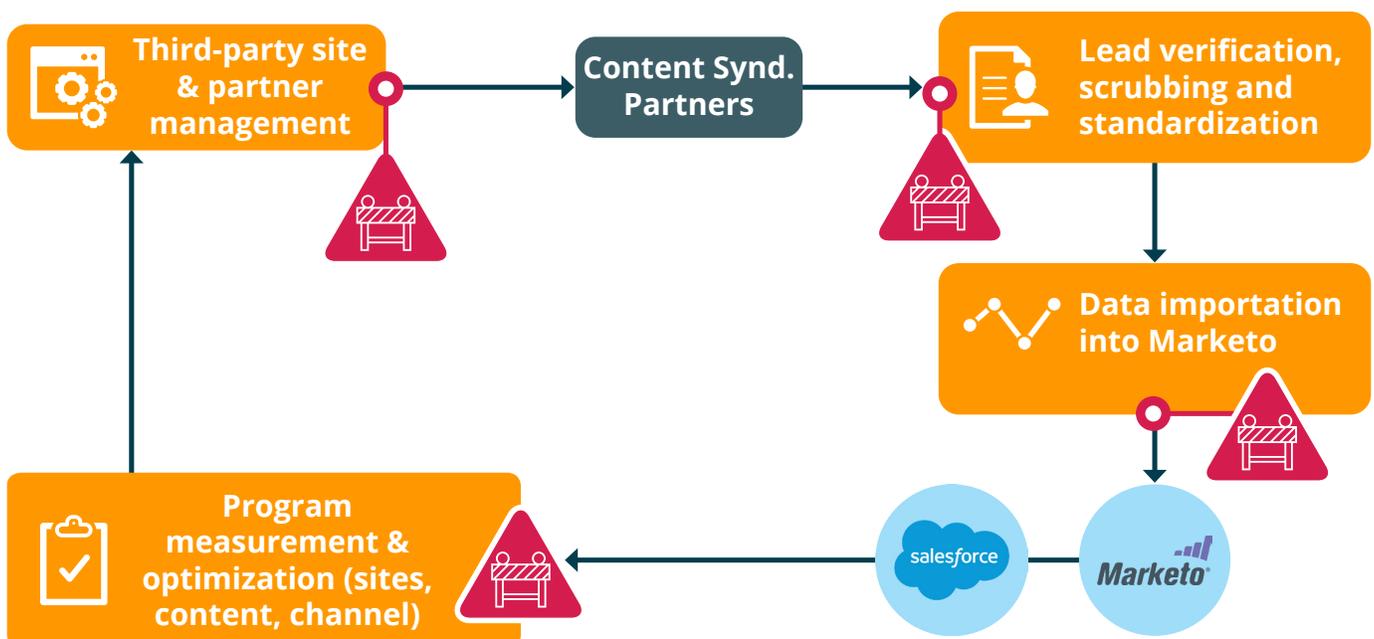**Ramp up efficiency – more productivity, less spend**

Maximize and prove the value of its always-on content marketing strategy

PRIMARY CHALLENGES

1. **Increase third-party content marketing while saving resources** – The Commvault team understands that to scale impact of its always-on content marketing strategy, it must distribute its content beyond its own website and landing pages to third-party sites. Managing how its content is leveraged for each of these sites, however, would consume precious time and effort if handled manually. To scale its marketing strategy, Commvault chose to automate several time-consuming processes:

   - Third-party site and partner management
   - Lead verification, scrubbing and standardization
   - Data importation into Commvault's marketing automation system (Marketo)

2. **Figure out what's working, and what isn't** – Distributing its content across a greatly expanded list of sites increases reach, but this can only improve performance so much. The team requires a way to continuously measure which combination of sites, channels and content assets are performing the best so that it can continuously optimize the results from its always-on content strategy. Integrate's closed-loop analytics provides this level of measurement and optimization.
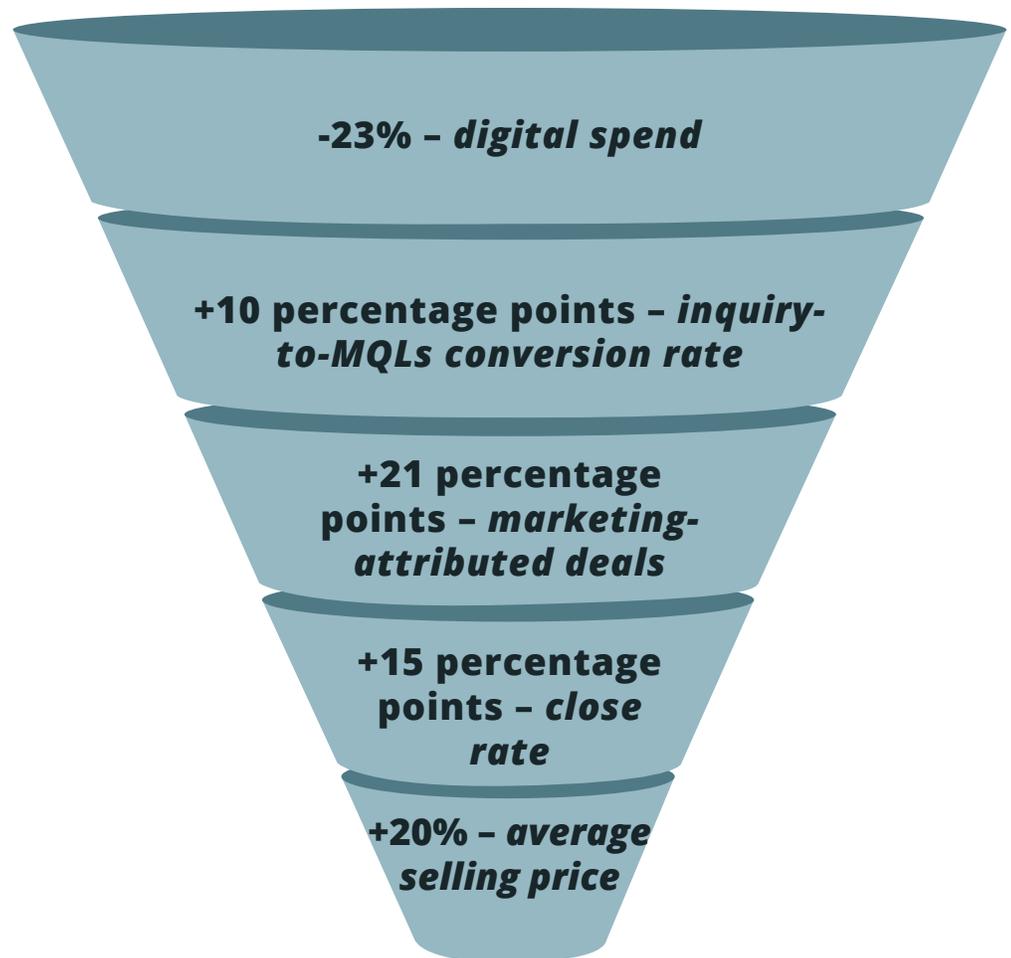
CHALLENGES FACED

Third-party site & partner management → **Content Synd. Partners** → **Lead verification, scrubbing and standardization** → **Data importation into Marketo** → Marketo → salesforce → **Program measurement & optimization (sites, content, channel)**

Integrate Demand Orchestration Software:
Results to Date

Commvault implemented Integrate's *Demand Orchestration Software* to overcome the content marketing obstacles and increase the impact of its digital marketing investment. By centralizing and automating the management of third-party content marketing, verifying and standardizing lead data, and providing the holistic measurement of all content campaigns, Integrate's software has contributed to Commvault's significant successes throughout the entire funnel:

-23% – *digital spend*

+10 percentage points – *inquiry-to-MQLs conversion rate*

+21 percentage points – *marketing-attributed deals*

+15 percentage points – *close rate*

+20% – *average selling price*

CommVault's data protection and information management solutions provide mid- and enterprise-level organizations worldwide with a significantly better way to get value from their data.

Integrate provides Demand Orchestration Software that automates top-of-funnel demand marketing efforts, connecting lead data with MA and CRM systems to scale pipeline and revenue contributions. Visit www.integrate.com to learn why innovative companies like Dell, Rackspace, Salesforce and Intacct choose Integrate.

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