INTEGRATE

IRON MOUNTAIN®

Continued Scale Shows Pipeline
Grew By More Than 5x

Iron Mountain is the leading provider of storage and information management, assisting more than 156,000 organizations in 36 countries with storing, protecting and managing their information. The Demand Gen and Marketing Ops teams at Iron Mountain were spending significant time and energy sourcing and managing lead providers, processing contact data, and measuring program results – but they couldn't keep up with pipeline requirements.

The Integrate Demand Acceleration Platform (DAP) not only provides Iron Mountain with much-needed efficiencies, it's boosting lead volume and quality, resulting in millions of dollars in marketing-attributed pipeline.

> *"Integrate is a solution to very real problems we were having… We've seen results immediately."*
>
> **LESLIE COCCO ALORE**
> Head of Global Marketing Operations & Automation, Iron Mountain

GOALS & OBJECTIVES

- Plan and build campaigns faster, generating more leads and improving funnel conversions
- Consolidate vendors to simplify contract management and drive vendor costs down
- Increase revenue contribution while driving costs down

KEY HIGHLIGHTS

- **MQL conversions jumped from 6% to 22%; scored MQLs multiplied 4x**

- **$21.6 million in influenced pipeline**

- **84 hours in monthly lead processing tasks eliminated**

> *"Finding the right audience and the right vendors to work with so they could deliver quality leads was a challenge. And there was the struggle of running an entire pilot program just to discover the leads were terrible. There was a lot of trial and error and little visibility into which vendors were performing."*

REBECCA SANDRUE
Global Demand Manager, Iron Mountain

DEMAND MARKETING CHALLENGES

1. Sourcing and managing the right lead providers was difficult – For the sake of efficiency and accountability, the Iron Mountain Demand Gen team were required to scale back lead providers to a mere three partners. This in turn created new problems – no three providers could cover Iron Mountain's entire audience nor pipeline requirements. Consequently, program results couldn't scale without compromising quality and visibility.

2. Lead processing was manual and time-consuming – Manually verifying, deduplicating, standardizing and uploading lead files into Oracle Eloqua drained resources without ensuring data quality.

3. Program measurement and analysis was problematic and slow – Using rudimentary Excel files to measure and analyze the performance of lead providers and other campaign variables was like comparing apples to oranges. It was difficult to monitor lead pacing and produce actionable insights to optimize programs.
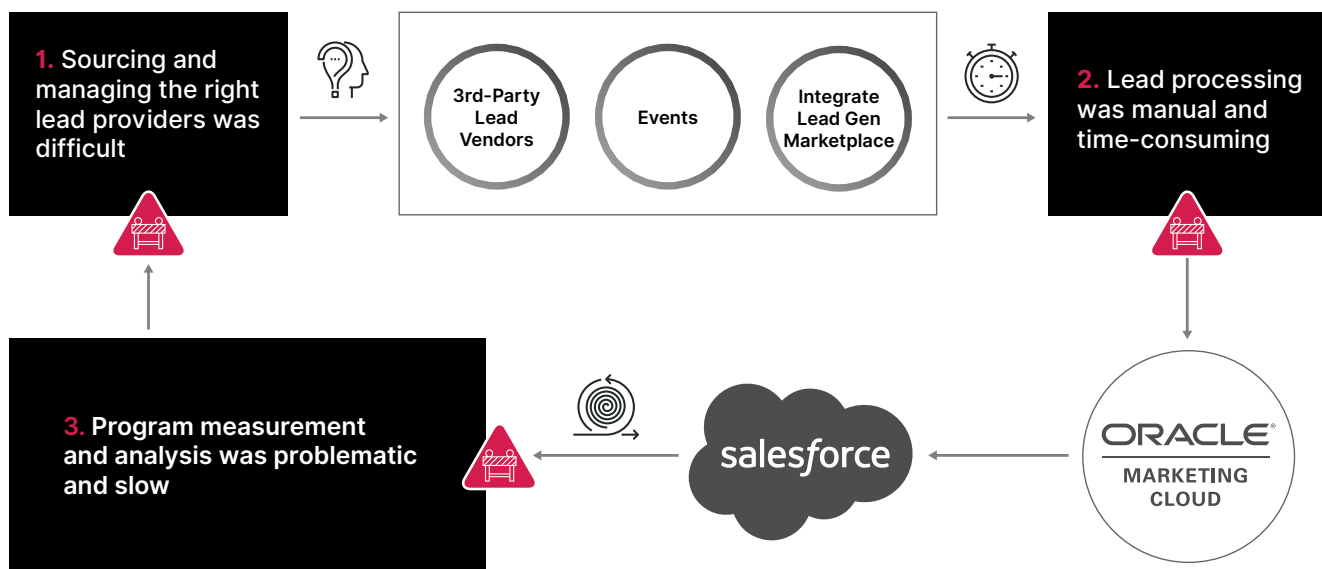
> *"Regardless of the media vendor, I go through the same process to test leads and use the same form. I don't have to create a new form every time we run a new program. That's a huge time saver. I just go to Integrate, set the delivery profile, and make sure everything passes through correctly."*

ANNE-MARIE LEDOU
Marketing Automation Specialist, Iron Mountain

THE DEMAND ACCELERATION PLATFORM: RESULTS TO DATE

Scored marketing qualified leads (MQLs) multiplied 4x – Leveraging the Integrate Marketplace (IMP) in conjunction with all its preexisting lead providers enabled Iron Mountain to scale lead generation programs quickly and easily. Moreover, centralizing all of these providers allowed the Marketing Ops team to holistically compare campaign performance by lead provider, asset and other campaign variables. Campaigns are now quickly optimized to produce more qualified leads.

$3.8 million in influenced pipeline in less than 6 months ($21.69M in pipeline to date) – Iron Mountain can now standardize campaign parameters, and form creation and lead delivery settings, limiting the need for numerous one-off communications with lead providers or repetitive campaign building tasks. This saves time and allows the team to onboard additional lead vendors and focus on more strategic concerns that efficiently scale program results.

84 hours in monthly lead processing tasks eliminated – The Integrate DAP eliminated numerous low-value tasks from day one. Automating lead verification, deduplication, standardization and injection into Oracle Eloqua using one API is a huge timer-saver. At 6 months, the team was saving 25 hours per month; after 18 months of scaling programs, they're saving 84 hours per month.

Lead follow-up time dropped from 9 days to under one; MQL conversion rates jumped from 6% to 22% – The Integrate DAP automatically blocks inaccurate, incomplete and duplicate prospect data before it ever gets passed to the Marketing Ops team. This not only ensures that bad leads don't get through, but that good leads are injected into the right nurture tracks in real time, boosting lead velocity and conversion rates.

Iron Mountain is a world leader in information management services, assisting more than 156,000 organizations in 32 countries on five continents with storing, protecting and managing their information.

Integrate connects, governs, and measures marketing campaigns across demand channels. This enables marketers to launch cross-channel buyer experiences, ensure data integrity, measure the impact of their programs, and inform the next best investments. Visit www.integrate.com to learn how marketers are using Integrate to save time, money, and resources to drive revenue and pipeline while eliminating manual processes.