INTEGRATE

Case Study
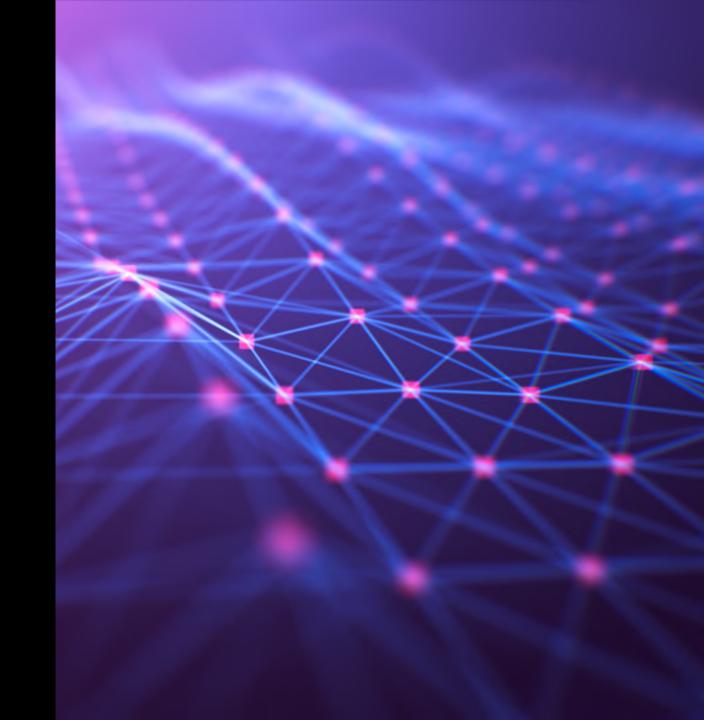
How Harland Clarke Increased Opportunities by 240%

THE CHALLENGE

Manually Processing Data Creates Inefficiencies and Hinders Measurement

Harland Clarke is an industry leader in personal and business checks and supplies, offering a broad range of integrated payment, marketing, and security solutions to thousands of financial services and enterprise clients. They were an early adopter of digital demand generation, a technology that wasn't widely adopted within the financial services industry. As their demand gen efforts progressed, the Harland Clarke marketing team realized a growing need to strengthen their strategy.

According to Brandy Morton, Director of Demand Generation, their challenge was twofold. First, her team was spending hours manually processing lists and piecing together data from disparate demand providers and sources. Second, not only were resources being wasted, but evaluating performance was a challenge. The team needed a solution to connect data across channels and providers, enabling informed decisions that ultimately tied results to revenue contribution.

37%
of marketers can't track activity between specific buyer stages because their "data is a mess."

Demand Gen Report

42%
of marketers don't know the impact data quality is having on revenue.

Demand Metric

THE SOLUTION

Optimizing Demand Gen with Integrate

With goals to boost data quality, increase the speed of demand gen efforts, build trust with sales, and maximize overall operational efficiency, Harland Clark selected the Integrate Demand Acceleration Platform (DAP) to provide data intelligence and connectivity.

With Integrate, Morton and her team take a more proactive, results-oriented and data-driven approach to lead generation. Using the Integrate DAP to streamline and cleanse leads has contributed to the company's ability to connect top-of-funnel demand efforts and quantify results.

"Connecting all the information and filtering our lead data with Integrate has been eye opening. Marrying all data sources together is extremely influential. Integrate allows us to tie everything together and achieve our overall vision for consolidation."

BRANDY MORTON
Director, Demand Generation, Harland Clarke

Enhanced Content Strategy

Using Integrate's professional services team as a trusted partner, Harland Clarke has also been able to uncover impactful information that helps define their content strategy, not only for the future, but even mid-campaign. They now can easily see which content types, assets, and publishers are performing best in near real time. In turn, this allows for improved benchmark creation to drive better results.

"We're having more thoughtful conversations and engaging with our partners in a different way. Our partners know what to deliver because quality expectations are clear and they have a deeper understanding of our priorities for each campaign, which is powerful."

MEGHAN ANN MCMULLEN
Segment Marketing Manager, Harland Clarke

THE RESULTS

Increased SQLs, Enhanced Partner Relationships

Within six months, Harland Clarke saw improvements in the demand generation process, resulting in increased opportunities and sales qualified leads.

And, with quantifiable results, the Harland Clarke team can now ask an array of questions in real time, rather than waiting for the end of a campaign to conduct post-mortem analysis. Evaluation in flight means they can optimize to improve segmentation, title, and edit lead forms to maximize results.

Morton also noted that the experience with Integrate has her considering a variety of bigger-picture changes to Harland Clarke's overall strategy — including expanded use of third-party demand gen opportunities and refinements to lead scoring and attribution modeling.

166%

increase in SQLs

240%

increase in opportunities

INTEGRATE

Drive Revenue Marketing with the Demand Acceleration Platform

The Integrate Demand Acceleration Platform (DAP) is a B2B revenue marketing platform that enables teams to execute cross-channel revenue marketing efforts and build meaningful experiences for buyers. DAP provides a holistic view of prospects, buying groups, and customers and their engagement with your marketing campaigns. Leverage the power of a platform that drives the governance, integration, targeting, activation, and measurement capabilities you need to efficiently deliver touchpoints in a cross-channel environment to buying groups at the accounts that are active and in-market.

BOOK A DEMO