



case study

Digital Pi Helps FireEye Drive Marketing
ROI with Marketo Revenue Analytics





FireEye executes thousands of marketing campaigns each year that engage hundreds of thousands of people around the globe. For several years, FireEye has relied on Marketo as their marketing automation platform to execute campaigns and measure campaign performance. By 2015, FireEye's reporting requirements had changed dramatically since first implementing Marketo. Here are some of the reasons why:

1. More people across a diverse set of business functions and roles wanted to leverage marketing metrics to drive business decisions
2. The marketing team and senior management wanted to track more detail and provide a richer set of marketing metrics to quantify marketing's impact on revenue
3. FireEye's business had changed significantly since their original Marketo Revenue Cycle Model was created, so they decided to create a new Revenue Cycle Model that better reflected their current customer journey map

our impact

- ✓ **Product managers now rely on pipeline and revenue influence metrics and reports for ROI analysis and marketing planning.**
- ✓ **System is now able to produce detailed funnel metrics in half the time, while increasing the reliability and usability by a factor of ten.**
- ✓ **Marketo selected FireEye to present at 2015 and 2016 Marketo Summits. The Summit audience selected FireEye as one of the top three sessions presented.**

the challenge - - - - - ➔ engaging with a partner

In 2015, FireEye's Director of Marketing Operations, Linlin Li, recognized that FireEye's **significant growth created new opportunities** to get even more from their Marketo platform. One investment area that offered high potential was in marketing reporting and analytics.

Linlin put it this way: "We already had solid baseline marketing reporting, but we wanted something more than just standard reports. We **needed actionable marketing analytics** that would take on a significantly more impactful role at FireEye. The timing was right to deploy Marketo Revenue Explorer in a big way. The question we asked ourselves was this: **how do we put marketing analytics to work** so that stakeholders throughout our business will rely on them for marketing analysis and decision-making? We asked Digital Pi to help us answer this question."



DIGITAL PI
TEAM

Because great marketing analytics require **reliable, well-structured underlying data**, Digital Pi started by analyzing FireEye's Marketo Program Channel definitions, program structure and supporting data processes. In parallel, Digital Pi provided **in-depth training** on Marketo's revenue attribution model.

A key element to achieving success with Marketo reporting is a **solid understanding** of how Marketo ties revenue back to marketing via people and program success, and First Touch/Multi-Touch influence calculations.

the solution

“The Marketo marketing influence calculations can get quite complex depending on the Salesforce.com opportunity,” stated Linlin.

“Digital Pi reverse-engineered actual deals—**tying revenue back to the people and programs** that influenced those deals. This process showed us the existing data we were tracking, and highlighted the new data that we needed going forward. At this point, we could create reports that showed us the data in a related cohesive views.

“Because we went through this process, it helped us roll out the reports throughout the organization because we could explain, in depth, what the numbers meant and how they were derived. We also understood how to better structure our data, processes, and programs to ensure Marketo was receiving and processing data in an optimal way that leads to great reporting.” Digital Pi created a **standard set of reports** in Revenue Explorer to measure all facets of program performance. We also helped FireEye **define a Marketo tagging structure** that enabled them to slice and group data the way they needed to see it.

the results

- ✓ Ability to visualize and address **data quality** and **consistency**
- ✓ Marketing team was **motivated** and **empowered** to make better decisions based on deeper understanding of program performance metrics
- ✓ Marketing was able to enforce continuous **process consistency** and **improvement**

Next, Digital Pi worked with the FireEye team to understand their **lead-to-opportunity process** as the first step toward defining a **lifecycle model**. FireEye wanted to understand the flow of leads through the funnel to see where they could optimize the funnel for velocity, conversion and volume.

“Before we put the lifecycle in place, we couldn’t see our leads flowing through the funnel. Without data, we couldn’t analyze where leads were moving, where they were getting stuck, or how long it took for people to move to each customer journey milestone.”

Anne Wang,
Manager of Marketing
Analytics at FireEye

next steps - - - - - ➔ positive impacts

Management was excited at the potential for better decisions by looking at what was really happening in our lead funnel. Digital Pi met with business stakeholders to gather and document requirements. Once everyone signed off on the project requirements, Digital Pi created, loaded and, tested the Marketo revenue cycle model, then created the model reports in Marketo Revenue Cycle Explorer (RCE).

- ✓ FireEye can make **better, faster decisions** about marketing investments based on reliable, timely funnel analytics
- ✓ Cross-functional teams use a **common reference** for funnel performance metrics
- ✓ Marketing can **focus marketing programs** based on where people are in the funnel and **measure the effectiveness** of programs against goals

FireEye asked Digital Pi to collaborate on developing submissions for customer presentations at the **2015 and 2016 Marketo Summits**.

Both submissions were accepted by Marketo, enabling FireEye to share the knowledge gained from the RCE and Revenue Cycle Model initiatives with the Marketing Nation. The presentations were very well received; one was voted **third most popular session at Marketo Summit 2015**.

This established FireEye as a **go-to thought leader**, a highly sought-after position in the Marketing Nation.

why digital pi?

Digital Pi helps companies deliver rapid, meaningful value from marketing automation. We believe that marketing automation is at the intersection of every facet of marketing from content strategy to messaging. With our relentless focus on connecting revenue to pipeline, Digital Pi brings together marketing strategy, processes, data and applications to make marketing automation work for your business.

We know the technology and how to get to the business requirements, expertly linking marketing automation to other applications such as CRM, online advertising or even the customer's own cloud-based product, so our clients can understand online customer and prospect behavior.

The work of Digital Pi is specific to each customer. We practice the lost art of listening and asking the right questions to discern your needs, always keeping an eye on revenue and opportunities to apply best practices and standards to streamline your implementation. When you depend on your marketing automation system, you can't afford to be without an expert who understands your system.



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