

“DON'T DO SHORTER FORMS WITHOUT REACHFORCE”



JON MILLER VP MARKETING Marketo
REACHFORCE SMARTFORMS CUSTOMER

Marketo, the fastest growing provider of social marketing automation and sales effectiveness software, thought leadership, and best practices for Revenue Performance Management, has always put a high priority on analysis and refinement of their own tools and processes for increased efficiency and effectiveness.

“Easily implemented and working seamlessly in the background, we saw quantifiable results almost immediately.”

After conducting extensive internal testing with shorter website registration forms, Marketo increased conversions by a significant 34%. However, the shorter forms resulted in a lower quantity and quality of data being captured and hindered key processes such as scoring, routing, and segmenting incoming leads prior to the hand-off to sales. Marketo looked to ReachForce for help.

“SmartForms provided both the functionality needed to keep our forms short and conversions high, as well as volumes of additional critical data we didn't previously capture at the point of entry,” said Marketo's VP of Marketing, Jon Miller.

SmartForms went well beyond a boost in conversion rates and also impacted lead latency within the organization's sales teams by shaving hours, and in some cases days, off Marketo's qualification process.

Additionally, Miller relayed that since adopting SmartForms, the type of high-value data points Marketo is able to capture contributed to enhanced conversions and an increase of ROI across all online programs by up to 10%, and the reduced time spent researching and reassigning incoming leads has increased productivity in the Sales Development team by 23%.

“It's not often we find a solution that dovetails quite as neatly with our core values and promises to our clients,” confirmed Miller. “SmartForms is one of the few that fuses both web form best practices and clear revenue implications to the point that we actively promote it as an element of our “secret sauce for marketers.”

Ready to learn more? Contact ReachForce today.

SmartForms works with the leading marketing automation, CRM and web form solutions to add robust data points in real time. Contact us to find out how SmartForms works to accelerate your landing page conversions, lead scoring, lead nurture, lead routing and increase your sales pipeline.

Customer Profile:

The fastest growing provider of tools, thought leadership, and best practices for Revenue Performance Management, Marketo offers powerful social marketing automation and sales effectiveness software that transforms how marketing and sales teams of all sizes work – and work together – to drive dramatically increased revenue performance and fuel business growth.

Challenge:

Although Marketo was able to increase conversions 34% using shorter forms, the reduced quantity and quality of data captured by those forms hindered key processes such as scoring, routing, and segmenting incoming leads prior to the hand-off to sales. Marketo looked to ReachForce for a solution to help bridge that gap.

Solution:

Working with the ReachForce implementation team, Marketo was able to quickly integrate SmartForms, a cloud-based, real-time web form appending solution, into forms on both new and existing campaigns.

Results:

Using ReachForce SmartForms, Marketo:

- + Optimized conversions by 34%
- + Increased sales productivity by 23%
- + Contributed to an 10% increase in ROI across all online programs

ReachForce

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