Attribution Reporting:

How MASS Engines helped Samsung Track Leads and Increase Revenue

SAMSUNG ELECTRONICS

Samsung's flagship company, Samsung Electronics, leads the global market in high-tech electronics manufacturing and digital media. Through innovative, reliable products and services, talented people, a responsible approach to business and global citizenship and collaboration with partners and customers, Samsung is taking the world in imaginative new directions.

EXECUTIVE SUMMARY

Samsung engaged MASS Engines to help it accurately track and report every lead that enters the funnel as a result of a marketing investment. The goal was to be able to increase topline revenue by identifying the most profitable marketing investments. MASS Engines was tasked with identifying and implementing the changes that needed to be made, which included, reporting that tracked leads through the marketing and sales funnel, improving leads and conversions, and increasing visibility into how much revenue is attributed to marketing spend. To date, MASS enabled Samsung to achieve:

> **78% improvement** in conversions from MQL to SAL

> **110% improvement** in conversions from SAL to SQL

> **48% reduction** of unreachable prospects

### A 110% improvement in SAL to SQL conversions

CHALLENGE

To keep customers and partners abreast about products, offers and other activities, Samsung relies heavily on email marketing. While an effective communications channel, the team was having difficulty gaining insight into campaign outcomes and improvement options. They wanted to move away from managing results by just creating more campaigns.

Madeleine Thom, Senior Manager, Demand Gen & Marketing, explained, "We were not getting the results we wanted, but lacked the data to explain why. We needed more information, beyond just opens and clicks."

MASS Engines was recommended to evaluate and provide insights into Samsung's Eloqua environment, because of its expertise in diagnosis and its ability to implement solutions. "MASS Engines' evaluation made it clear that our inability to support the systematic attribution of revenue to campaigns limited the insights that can be leveraged to maximize Marketing's investments," said Thom. "In order to achieve our goal to enable accurate tracking and reporting for every lead that enters the funnel as a result of a marketing investment, changes needed to be made. We wanted to be able to increase topline revenue by identifying the most profitable marketing investments."

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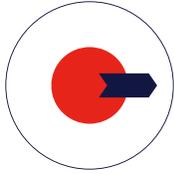
MASS ENGINES

> "MASS Engines has a unique ability to identify pain points and provide solutions as well as align disparate stakeholders."

Madeleine Thom
Senior Manager, Demand Gen & Marketing

SOLUTION

1. Marketing, Sales and Operations Alignment

MASS Engines focused on team alignment and developed a process for better communication between key stakeholders. It developed a communications strategy to ensure a regular cadence of marketing operations, inside sales, sales operations and support. The process significantly improved conversations with inside sales regarding MQLs and makes it easier for the teams to work together to tweak programs to improve leads and get higher conversion. It also made it easier to coordinate updates that need to happen between Salesforce and Eloqua. MASS Engines also set up an operational support system and processes to act as an intake for day-to-day support, as well as process improvements identified through pain points.

2. Design and Develop Reporting Capabilities

MASS Engines designed and developed reporting capabilities to increase lead flow visibility for stakeholders, and provided a systematic way to not only measure progress, but also inform stakeholders with tangible evidence and recommendations. The reporting capabilities provided attribution, making it possible to determine ROI for activities.

3. Attribution through Funnel to Revenue

A critical part of effective attribution reporting was stopping leakage between Eloqua and Salesforce. MASS Engines designed and developed an attribution reporting system that provides full visibility and accountability for all MQLs that marketing generates. Every MQL is trackable through the funnel with details such as date in each stage, who touched it, what actions were required and what happened. Samsung also has data related to velocity, so that the team can see how much revenue is attributed to marketing spend.

REDEFINE SERVICES INCLUDE:

- Sales and Marketing Alignment
- Funnel Reporting
- Funnel Optimizaation
- Attribution Reporting
- Lead Management Framework
- MarkOps Strategy

RESULTS

Since launching the attribution reporting system, MASS Engines has continued to work with the team on conversion optimization, helping the team generate revenue by reclaiming leads that were lost through the funnel due the system and process inefficiencies. This work includes analyzing funnel conversions and identifying areas for additional optimization, such as Web forms and MQL qualification.

The insights gleaned from reporting on outcomes allowed the team to improve funnel conversions and gain insights into rejections. The conversions from Marketing Qualified Leads to Sales Accepted Leads have increased from 32% to 57%; this is a 78% improvement. Conversions of Sales Accepted Leads to Sales Qualified Leads increased from 19% to 40%; a more than 110% improvement.

By better understanding the outcomes of inquiries along with the sources and drivers, targeted improvements could be made within marketing and sales processes. For marketing this was done with better qualification for web submissions. With sales, tighter SLAs and enforcement of outbound engagement with prospects helped. **The number of prospects unreachable within two months reduced by 48%.**

In addition, sales operations metrics improved. Touches per prospect have doubled and time to qualification has been reduced to under 48 hours, which is down from more than 72 hours.

START YOUR FUNNEL REVOLUTION

MASS ENGINES drives revenue growth for B2B companies by building best-in-class lead management systems that increase deal velocity and closure. Its team of martech experts help enterprise organizations optimize and transform their funnel, using a proven four-step framework to deliver measurable results.

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