Vidyard Case Study

Switching to Marketo as its marketing automation platform, in partnership with Demand Spring, immediately grew Vidyard's lead flow by 10%.

THE PROBLEM
Lost Leads = Lost Revenue

Vidyard is a Canada-based software company that specializes in hosting and analyzing video performance for businesses. Vidyard uses Marketing Automation to host webinars, acquire and nurture leads, and as a tool for growing its business.
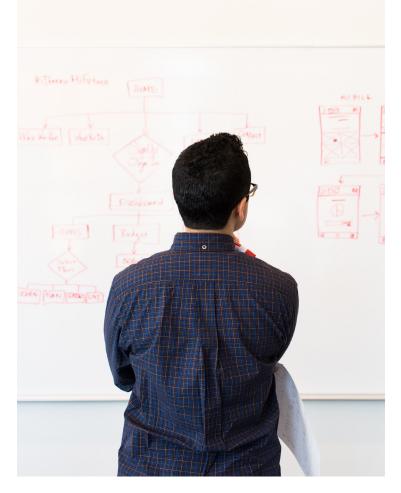
After relying on one particular Marketing Automation Platform (MAP) for years, Vidyard's marketing team realized that leads were not syncing as expected between its MAP and CRM. Because the MAP wasn't reporting any errors, the only way Vidyard was able to see the errors was by digging into the logs--a time-consuming, difficult process.

Vidyard was unable to pinpoint the precise details,
but estimates that 10% of its leads weren't syncing to its CRM.

Worse, the majority of these lost leads were coming from Demo
and Contact Us forms--high-intent forms located on Vidyard's website.

The only leads successfully making their way from the MAP
to the CRM were those programmed through custom integrations,
and these were susceptible to errors and hard to manage.

THE SOLUTION
Better Lead Syncing, More Flexible List Building

Vidyard determined their only option to truly fix the issue was to switch to a marketing automation platform that offered the integration capabilities, support features, and price point that best met their needs. After evaluating a number of MarTech vendors, they decided that Marketo was the best MAP solution for their needs.

Vidyard found that the Marketo integration with their CRM was faster and more secure than their previous solution had been. They saw significantly fewer errors, and when lead-syncing errors did occur, the Vidyard team was able to set up the solution to provide custom notification messages right away, while the program retried the sync. The notification feature meant they could fix the sync failures instantly, never missing out on those high-value leads.

When Vidyard ran its first integration test between Marketo and its CRM, it submitted a lead in Marketo, and with the time it took for them to switch over to the CRM window on their web browser, the lead was already synced with all the data in place.

Vidyard also found that the filters for building lists were much more flexible in Marketo.

Previously, they had to create multiple cascading lists of different filters to get the prospects they wanted. In Marketo, they could build their target list with one set of filters in a single list.

Overall, Marketo has proven to be more customizable and flexible, enabling faster insight by allowing Vidyard to pull data more efficiently.

Partnering with Demand Spring Drives a More Efficient Migration Process

Vidyard selected Demand Spring as its migration partner to help map out the migration and establish roles and responsibilities. Demand Spring managed the system configuration and setup, recreating programs, uploading to Design Studio to create and manage digital assets, rebuilding website forms in Marketo, and creating smart campaigns to ensure leads were flowing from Marketo to the CRM correctly.

Having Demand Spring on board as a trusted Marketo expert and partner allowed Vidyard to check all the boxes, mitigate technical issues, and streamline its migration. As a result, Vidyard immediately grew its lead flow by 10%.

"Moving to Marketo increased our lead flow by 10% without any additional marketing investment or changes. That included our 'contact us' leads, which are the cream of the crop, so if you were to look at it from a pipeline standpoint, it was probably far more than 10%."

Joe Gelata, Former Director of Lead Gen, Vidyard

Up and Running in 3 Months

From start to finish,
the Marketo deployment took
the Vidyard marketing team,
working with partner Demand
Spring, three months.