

# How CMOs Are Proving the ROI of Marketing Automation.

Marketo Engage customers share their experiences and their results.



# Today's CMOs are under pressure to deliver big results.

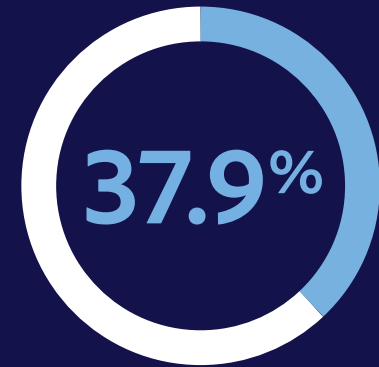
According to a recent survey of CMOs by Deloitte, 37.9 percent say driving growth is their number one priority.<sup>1</sup> In today's fast-changing marketplace, that isn't easy. Fortunately, marketing automation can help — a lot. It lets you do more with less, target your campaigns, and analyze your results to continually improve.

But making a business case for marketing automation can be surprisingly hard. Nearly two-thirds of CMOs say that proving the impact of marketing on financial outcomes is their biggest communication challenge.<sup>1</sup> When marketing leaders ask for an investment in automation, CEOs and CFOs ask for data, case studies, and more data.

If you're struggling to show your C-suite executives why your team needs marketing automation, you may want to consider Marketo Engage. It helps businesses of all sizes automate and transform their marketing programs. And it's been field-tested by thousands of businesses that have achieved exceptional ROI.

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This guide compiles testimonials from Marketo Engage customers who are successfully driving growth. We invite you to use them as proof points as you build your case for marketing automation.



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<sup>1</sup>The 2019 Deloitte CMO Survey (February): [https://cmosurvey.org/wp-content/uploads/sites/15/2019/02/The\\_CMO\\_Survey-Highlights-and\\_Insights\\_Report-Feb-2019.pdf](https://cmosurvey.org/wp-content/uploads/sites/15/2019/02/The_CMO_Survey-Highlights-and_Insights_Report-Feb-2019.pdf)

# They proved marketing ROI.

These Marketo Engage customers grew revenues, reduced costs, and demonstrated serious ROI. From global manufacturing to professional sports, they showed that marketing can deliver big wins — especially with the right platform.



GE Healthcare added billions to their pipeline and won \$600 million in new business.

“We touched with behavior, with email, with any of the ways that we think about talking to customers differently. We now know that we can track that, and we nailed it with \$2 billion worth of touched opportunities that went into the funnel, and \$600 million were resulting in wins.”

Stephanie Meyer, Head of Marketing Operations,  
GE Healthcare

[Read the full GE Healthcare story](#)



3 Day Blinds increased its leads per click by 850% — and reduced its cost per booking by 80%.

“We can now understand what our best customers look like and design campaigns that individualize every experience and touchpoint. Management is thrilled with the results. Click-through rates are up 140%, leads per click increased by 850%, appointments per lead grew by 140%, and cost per acquisition fell by 80%.”

Adele Nasr, Director of Marketing, 3 Day Blinds

[Read the 3 Day Blinds story](#)

## They proved marketing ROI (continued).



Seattle Storm increased their season ticket renewals by 86%.

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"In the first 6 months after transitioning to Marketo, we grew our database by more than 25%. Our season ticket renewal rate is 86% — the highest in 5 years."

Kris Kolehmain, Director of Research and Direct Marketing,  
Seattle Storm

[Read the Seattle Storm story](#)



Marketing campaigns that increased brand awareness allowed Kindred Healthcare to boost patient referrals — and achieve a 40:1 ROI.

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"Our new approach has yielded more than 250 new referral sources that have incredible lifetime value. This is a conservative number that we calculated by looking at admissions history from all referral sources and identifying sources who started referring patients to us only after opening an email message in the campaign."

Lori Riggs, Senior Director of Marketing, Kindred Healthcare

[Read the Kindred Healthcare story](#)

# They used data to make better decisions.

These Marketo Engage customers used data they collected in the platform to make better, forward-looking strategic decisions. This is a critical competitive differentiator in a world where marketers spend nearly 70 percent of their time focused on the present and only 30 percent on the future.<sup>2</sup>



GE Healthcare used their marketing data to inform companywide strategies.

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“Marketo is our own source of truth around the campaign executions, the campaign metrics and also for the prospect database. It’s not just a marketing automation platform, it’s also a source of customer data integration and campaign integration.”

Glenn Thomas, Chief Marketing Officer,  
GE Healthcare

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Lennox International designed a data-driven strategy that increased the size of field training classes by 12%.

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“With Marketo, we have the ability to know who’s buying, in what quantities, and where geographically. This helps the entire Lennox team to customize messages to improve engagement and also grow further in the areas where we are doing well.”

Tom Towe, Director of Brand Management,  
Lennox International

[Read the Lennox International story](#)

<sup>2</sup> The 2019 Deloitte CMO Survey (August); <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/CMO/us-the-cmo-survey-fall-2019.pdf>

# They created customer-first experiences.

These Marketo Engage customers used the platform to design engaging experiences for their prospects and customers. This is a major opportunity to stand out from the competition, because most marketing leaders rate their companies poorly on delivering a great customer experience.<sup>2</sup>



Cronulla Sharks grew their repository of customer profiles by 75% within 3 months of deploying Marketo Engage.

"The end goal is to provide our members and fans with the right experience and the right product at the right time. Marketo is enabling us to move into this direction, which will have a huge impact on our ability to build strong relationships with our fans into what will no doubt be an exciting future for the club."

Scott Maxworthy, Head of Digital Commercialization,  
Cronulla Sharks

[Read the Cronulla Sharks story](#)



Helix increased conversion rates by 21% across their whole funnel.

"With Marketo, we can communicate with students as individuals and truly understand their motivations, obstacles, and interests. Every communication received is uniquely tailored to that student, keeping them motivated and moving forward through to graduation."

Eric Olsen, Associate Vice President of Marketing, Helix

[Read the Helix story](#)

<sup>2</sup> The 2019 Deloitte CMO Survey (August): <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/CMO/us-the-cmo-survey-fall-2019.pdf>

# They got ready to grow.

These Marketo Engage customers were able to respond nimbly to business and strategic change with marketing automation. Because Marketo Engage is both flexible and easy to scale, it's a great fit for marketing teams whose priority is growth.



Xerox used Marketo Engage to support a worldwide strategic transformation.

"Marketo brought an open platform where we had flexibility to drive our business the way we needed. We have total alignment across 5 global integrated campaigns. We've brought together the global demand gen campaign management that own the strategy, the plan, the execution, and the analytics."

Brian Carrier, Vice President, Global Revenue Marketing & Marketing Technology, Xerox

[Read the Xerox story](#)



New Relic relies on Marketo Engage to integrate with other business-critical platforms.

"We went from one product to [multiple] product[s]. We have offices internationally...our technology landscape has gotten more complex. Now we have roughly 50 technologies and they're all trying to talk to each other. Having Marketo to help us navigate that landscape is really crucial."

Baxter Denny, Vice President, Online Marketing and Operations, New Relic

[Read the New Relic story](#)

# Do better with Marketo Engage.

Marketo Engage can help your marketing team get strikingly better results — and prove their ROI. It's designed to be easy to use, so minimal training is required and you can get started fast.

## Marketo Engage can help you:

- Do more with a small marketing team — or orchestrate a big one
- Scale up quickly as your business grows
- Align sales and marketing
- Improve lead quality and conversion rates
- Personalize the customer experience
- Analyze campaign performance and continually improve



Our customers agree that Marketo Engage can do all this and more.  
And many of them have already shared their [stories](#).

[Ready to join them?](#)

## Marketo Engage

Marketo Engage, as part of Adobe Experience Cloud, offers the solution of choice for lead management and B2B marketing professionals seeking to transform customer experiences by engaging across every stage of complex buying journeys. Natively supporting both lead- and account-based marketing strategies, Marketo Engage brings together marketing and sales in a comprehensive solution designed to orchestrate personalized experiences, optimize content, and measure business impact across every channel, from consideration to conversion and beyond.

To learn more about Marketo Engage, the vast community of passionate marketers in the Marketing Nation, and our robust partner ecosystem, visit: [www.marketo.com](http://www.marketo.com)



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