



Egencia gains dramatic improvements in marketing productivity and customer engagement with Marketo to drive greater revenue

Egencia is the fifth largest corporate travel management company in the world, and is the business travel division of Expedia, Inc. Because travel management is fundamentally a personal service that cannot be standardized or commoditized, Egencia recognized this fact as their core business value.

Egencia is not your typical one-size-fits-all travel service. By combining a powerful offline and online solution, Egencia delivers personalized, 24/7 global service, transforming the way companies manage and control their corporate travel spend, while also satisfying the need for quality support to travelers while they are on the road. In addition, Egencia offers an unmatched choice of air, hotel, and car rental options.

Egencia was looking for an intelligent platform to manage its outreach campaigns, ensure messaging was relevant and leads were trackable. Discovering its successful track record in delivering breakthrough innovation to transform the way marketing and sales collaborate throughout the revenue cycle, Egencia turned to Marketo.

Objectives

- Automate and measure demand generation campaigns
- Improve alignment across the sales and marketing teams
- Increase efficiencies and relieve strain on marketing resources
- Drive deeper engagement with prospects and customers to fuel revenue growth

Improved quality of
new account launches

↑ 50+%

Open rates

39%

Click-through rates

7.8%

“With Marketo, we’ve gone from being tactical, manual, and flying blind to being automated, empowered, and strategic.”



Cate Vanasse

Senior Marketing Manager -
Customer Success at Egencia



Delivering on the Customer Acquisition Challenge

Egencia knew that consistently delivering this level of integrated technology and service requires constant, targeted client engagement in order to ensure the sales and marketing teams are reaching the right prospects at the right time with the right offer.

At the most basic level, the marketing team needed to arm their sales and account management teams with the ability to connect with customers in a more meaningful way than standard email templates would allow. The sales team was demanding detailed lead tracking and more flexibility in how they communicated with prospects.

The company was at a decision point: do they continue along the email management path or take a more strategic step and acquire a complete revenue performance management platform? It became apparent the latter was the best approach to drive higher efficiencies throughout their entire customer acquisition and revenue pipeline.

Following a thorough evaluation of products on the market, Marketo stood out with its unique ability to generate, nurture, qualify and close more high quality sales leads with less effort.

“ With Marketo, we had no reservations. We quickly realized that not only is the solution miles ahead of any other product on the market, but the expertise that Marketo brings to the deployment is irreplaceable.”

Dramatic Improvement in Marketing Productivity and Customer Engagement

Productivity was a primary issue for Egencia marketing. “It would literally take hours to do a simple email blast”, said Cate Vanasse, Senior Marketing Manager, Customer Success at Egencia. “Now, we not only have the tools to easily produce and execute full campaigns, we can effectively track leads and engage with prospects and customers on a more meaningful level. We can also quickly make adjustments and tweak our campaigns based on buyer behavior and responses.”

Since deploying Marketo, they can now focus on building and delivering the right content to the right person at the right time, as opposed to getting mired down in the execution details.



Measurable, Higher Marketing ROI

Improved productivity is translating into positive effects and enabling the company to link its marketing program investments and activities to tangible results. "With Marketo, marketing is no longer operating inside a bubble, with no way to tie our efforts to the revenue stream and business results," said Courtney McAra, Marketing Manager for Egencia. "As a result, we can now take a more strategic role in managing and nurturing the lead lifecycle, and tracking how our entire marketing mix translates into a real return on investment."

A major challenge Egencia had been facing was how to reduce the number of new accounts that "go dark", or weren't fully implementing and enabling Egencia for their travel programs. "We've been trying for many years to find the solution for keeping accounts from going radio silent," said Cate. "Marketo's automated communication capability provides the silver bullet. We can now figure out who opens emails and who doesn't, and more importantly, who to call to follow up allowing us to initiate a dialog with prospects and customers."

Strategic Alignment of Sales and Marketing

The Marketo solution has not only been instrumental in driving higher productivity and revenues, it also provides the common framework to enable tight collaboration between Egencia's sales and marketing teams.

"It's not that marketing didn't involve sales before. But, without Marketo, there would be a lot of 'us versus them' in terms of marketing and sales, and not the deep dynamic relationship that now exists," said Michael Robertson, Senior Director, Sales & Account Management for Egencia. "Sales now recognizes the value that marketing brings to the table, paving the way for real teamwork. In fact, when new sales people come on board, their eyes light up when they see what they can do with Marketo."

Unmatched Lead Visibility Drives Higher Revenue and Share of Wallet

Hearing the buzz about how successful the sales team was using Marketo Sales Insight to focus on key moments in the sales cycle that matter most, the application was deployed for the Account Management team as well.

"Before, whenever we saw a new prospect response or action, it would just get lost in the flood of leads being created. This meant we had no visibility and no way to upsell other services," said Cate. "With Sales Insight, we get instant updates when lead and opportunities open their emails, visit the website or show other meaningful buying signs. As a result, we can monitor our customer digital behavior and actions, keep the customer engaged, and grow our travel transactions across our customer base."



Success and Beyond

Working closely with Marketo's implementation team, Egencia was able to deploy Marketo within weeks and in short order, the solution became an integral, strategic platform for Egencia's marketing and sales processes.

"We didn't realize how significant the impact was going to be on the entire company. No one talks about a software system like they do with Marketo, and it has created a fundamental shift in the way we look at activities – activities that ultimately will drive a higher ROI of our marketing efforts, improving the bottom line of the business", said Jennifer O'Brien, Director of North America Marketing for Egencia.

“ We started off looking to improve our lead insight and create landing pages. We ended up being much more strategic—beyond our wildest marketing dreams.”

