

PART 1: QUALITATIVE

Exposition

You now oversee Marketing Operations at Verkada and a Demand Generation Manager of multiple territories wants to partner with you on a new type of campaign. They would like to send a bottle of champagne and a box of cigars to people after they attend a sales sensor demo so they can test how good our smoke and moisture detection is. The Demand Generation Manager wishes for the requirement for a prospect to qualify to only be a valid email address. Please answer the following questions in a word doc or google doc to explain how you would proceed.

Questions

1. What dangers do you immediately notice about this campaign? What questions would you ask to fully scope out this request? (You have full-stack engineering resources so you do not need to worry about the technical implementation of the campaign.)
2. The program has been a success, and now multiple people in Demand Gen want to take advantage of this new promotion. How do you scale the promotion to support multiple people promoting the same landing page? Each person is promoting the page across multiple channels. How do you handle cases where the source of the lead (both the channel and DG owner) may be ambiguous?
3. Now this program has been live for several months. One day you receive a message from someone high up in sales leadership saying that this program has been a disaster for the sales reps. So many people have heard about this promotion that the sales reps are flooded with people attending meetings with no intention to purchase just to get the free gifts. How do you remedy this situation? What other consequences could come from this situation?
4. A year has gone by and the sales team is happy with the changes you made. The program continues to be a success but only a few of the original stakeholders are still promoting this page. Others have left or delegated ownership. Meanwhile, there is a new Demand Gen Manager in Australia who has taken on this promotion and has approached you with some changes they would like to make. First, they want to add a step where all qualified leads talk to someone in marketing before they attend a sales demo to see if they can divert the lead to a different promotion that is cheaper, as the marketing cost of this promotion is quite high. Second, if the assigned sales rep has not reached out to the lead 1 week after the demo, the Australia Demand Gen Manager would like to send an email asking how the sensor is working. The reasoning behind this is that they feel that their assigned sales rep has a low follow up rate and would like to take matters into their own hands. How would you proceed?

PART 2: QUANTITATIVE

After the program has been running for some time, a Demand Generation manager states they see that some of the people being added to a campaign weren't being treated correctly (*note this behavior is not **directly** reflected in the data*). The only other insight he provides is that this seems to only affect people who were in multiple campaigns. Use the following CSVs to answer:

1. Who are the campaign members affected by this? (Please return a list of the campaign member ids)
2. What is the commonality between all of the affected prospects?
3. What is your guess to the type of error that may be happening?

Data Sources:

- Campaign: A list of all of the Salesforce campaigns which are connected to this promotion
- Campaign Member: A list of all of the Salesforce contacts on each Salesforce campaign
- Contact: Prospects in our Salesforce database
- Account: Companies that contacts belong to
- Marketo Lead: Marketo's representation of prospects
- Marketo Form Fill: Events which correspond to a prospect filling out a form

Use any method you like and please show some work on how you arrived at your answer. You can use whatever resources you like, but Python or SQL are highly recommended.

If you wish to use SQL and do not have access to an instance, you can use <https://www.mysql.com/products/workbench/> MySQL workbench or sign up for a BigQuery trial.

We designed this portion of the assessment to take 1-2 hours from the point you load the data into your program of choice, but of course take as much or as little time as you like.