



## **THE CHALLENGE**

Workday identified **low lead conversion** as a key business problem. The issue was causing friction between Sales and Marketing, and leading to poor visibility into Campaign ROI. It was evident there could be multiple root causes at play.

## **THE SOLUTION**

All key stakeholders agreed that an accurate diagnosis of the **MQL to SQL** issue was the key first step. In light of the diagnosis, we proposed our Campaign Analytics Manager as the solution. Key features included **lead source attribution**, tracking leads once they enter the funnel, reporting on **lead response times**, and accurate **lead conversion rate** analytics.

## **THE IMPACT**

By implementing this product, Workday would be able to get control over **fragmented data across their sales and marketing systems**. Workday would be able to get a data-driven view of how their leads are performing and these insights would help drive **lead conversion rate optimization**.

## **WHY US**

We offered advanced solutions to fit exactly what Workday needed. They were able to see detailed reports for every one of their marketing assets, from website and landing pages, to emails, and social media accounts. Workday was able to add any report to our progressive dashboard, tracking their most critical metrics all in one place. The entire marketing and sales team was now able to easily share those insights with the rest of their team. In addition, the EVP of Sales made it clear, one of their decision criteria was integration with Salesforce. Because we offered a bi-directional sync with Salesforce it meant they were able to record every email opened, Call-To-Action click, and form submission was at their fingertips, making it easy to score leads and create segmented lists.