



CIENA

Communications systems provider realizes the power of marketing automation

The Company

Ciena is a leading provider of communications systems, software and services, and aims to solve network challenges for service provider, enterprise, government and research and education organizations across the globe.

The Challenge

Ciena implemented a variety of marketing programs regularly, however faced several challenges in achieving successful execution including delayed lead follow-up, generic communications, costly outsourcing and difficulty in showing campaign results. New prospects were often buried in the database for months waiting for cultivation, because the marketing team had a difficult time creating relevant campaigns. In other words, the marketing team lacked the tools needed to efficiently nurture incoming prospects and measure the effectiveness of those campaigns.

Ciena's marketing managers realized the value of sending timely, personalized and relevant messages to every contact in their database. However, their existing database and marketing platform was difficult to use and manage, and gave them very little collective insight into their contacts. For this reason, Ciena often resorted to communicating with contacts based on their general interests or attributes in the database.

The Solution

Ciena implemented the Silverpop Engage B2B platform, formerly Vtrenz. By using rules-based marketing to automate lead generation, the company has automated follow-up communications so new contacts and potential leads receive timely communications that are most relevant to them. Each communication is now tailored to the specific need of prospects based on their preferences and behaviors, enabling Ciena to build stronger connections with these individuals. In addition, marketing managers can spend their time creating automated cultivation tracks rather than one-off email blasts.

Based on business rules, key prospects are filtered out and automatically routed to telesales for further qualification. Said Daniela Szymczak, Marketing Cultivation Manager, "Now we can spend more time strategizing and developing key cultivation campaigns and put them on autopilot. Using automation allows us to nurture all of our leads while bringing key prospects to the surface."

The Results

Today, Ciena is using Engage B2B for multiple automated lead nurturing campaigns that are both industry and product-specific. "The main value of the cultivation campaigns comes from the ability to increase the level of engagement of our leads and for further sales qualification. In fact, the cultivation campaigns we

Business challenges

- Inability to send timely, personalized, and relevant communications
- Lack of ability to score leads was delaying lead follow-up
- Existing database and marketing platform was difficult to use and manage

Benefits

- Replacing outsourced database with Engage B2B led to a 10K monthly cost savings
- 40% of requests to speak with sales can be tracked back to one of Ciena's cultivation campaigns
- Successful integration with Salesforce.com

“Overall, our sales team has a better understanding of marketing and is in-tune with marketing programs as well as follow up activities. This has led to further collaboration between Ciena sales and marketing teams, including working with sales to create nurture campaigns for cross-sell and up sell opportunities.”

Daniela Szymczak
Marketing Cultivation Manager
Ciena

have built through Engage B2B are responsible for 40% of all of our white paper downloads. More importantly, nearly 40% of all requests for sales follow up were made immediately after a cultivation event," said Szymczak.

Engage B2B has also enabled the sales team to have better insight into marketing activities through the Engage B2B Activity Insight module visible within Salesforce.com. Ciena salespeople can see communications sent to their leads, as well as the microsites and forms that the lead clicked-through or submitted. "Overall, our sales team has a better understanding of marketing and is in-tune with marketing programs as well as follow up activities," said Szymczak. "This has led to further collaboration between Ciena sales and marketing teams, including working with sales to create nurture campaigns for cross-sell and up sell opportunities."

To find out more about Silverpop's Engage B2B solution and how it can benefit your company, please contact us toll-free at 1-877-484-7704

Visit us at www.silverpop.com/b2b