CASE STUDY

Acquire's Journey Toward Precision Marketing

The ROI-Boosting Power of Custom Marketo Workflows and UTM Strategy

Any organization that has tapped into the power of multichannel marketing will probably tell you that measuring ROI can be like trying to solve a complex puzzle. Multichannel marketing is a smart approach that uses several channels to connect with prospects. It's all about delivering smooth and consistent communication across all platforms and devices.

Multichannel marketing can be a game-changer, but with so many touchpoints, data silos, and attribution models to sift through, it's easy to end up with a fragmented view of your marketing efforts.

But, with the right tools and strategies, organizations can fully understand their marketing performance and drive better ROI.

That's exactly why Acquire reached out to us.

The Challenge

Acquire faced a significant obstacle in tracking and accurately attributing their marketing spend to the corresponding digital channels. This issue was evident across many of their marketing channels, including:

- **Paid search (Google AdWords)**
- **Email marketing**
- **Paid social media ads**
- **Affiliate marketing**

The problem stemmed from a lack of a standardized methodology for tracking the performance of these campaigns. As a result, Acquire faced the following challenges:

- **Inaccurate Data:** Without proper tracking mechanisms, Acquire had difficulties pinpointing which marketing channels and campaigns were driving lead generation and conversions.
- **Wasted Resources:** Acquire didn't have a clear picture of where to spend their marketing budget. They were likely investing resources into marketing channels that weren't driving results.
- **Missed Opportunities to Maximize ROI:** Acquire did not have standardized benchmarks for measuring performance, so their campaigns were not fully optimized to maximize ROI.

The need for a comprehensive solution for Acquire to accurately track, attribute, and optimize their marketing efforts across various channels, was clear.

MARKETING AUTOMATION CANADA

The Solution

To overcome these challenges, our experts at MAC devised a solution that involved:

- **Aligning with the existing URL tagging strategy**
- **Configuring Marketo** to assign leads to the appropriate digital marketing channel based on submitted UTM data values

URL tagging and UTM parameters are critical components of digital marketing analytics that help marketers track the performance of their campaigns across various channels. Here's a quick overview of what these two terms mean:

- **URL tagging** involves adding specific parameters—known as UTM (Urchin Tracking Module) parameters—to the URLs of your online marketing materials.
- **UTM parameters** are simply tags that you add to a URL. When a user clicks on a URL with UTM parameters, those tags are sent back to your Google Analytics for tracking.

By implementing UTMs, businesses are able to gain a wealth of information about their website traffic and understand exactly where their visitors are coming from.

In Acquire's case, we helped them implement UTMs across all their digital marketing campaigns, ensuring each campaign had a unique set of parameters. Additionally, we configured Marketo to read the UTM values and assign leads to specific channels based on those values.

Here are the high-level steps we used to achieve this:

1. **Align to the UTM URL tagging strategy**: We began by understanding which UTM tags and values would be used for each digital marketing channel.

2. **Configure Marketo forms**: The next step was to configure Marketo forms to read and pull in the UTM URL parameters' values on every web form submission. This process allowed us to sync information into the Marketo database.

3. **Set up operational Marketo programs and workflows**: Our solution allowed us to associate the lead with the appropriate digital channel based on the UTM values submitted each time. This step was critical to enable the multi-dimensional ROI reporting that Acquire needed.

4. **Create Lead Source and Program Channel performance reports**: Finally, we generated Lead Source and Program Channel performance reports. These reports provided the marketing team with insights that empowered them to optimize their strategies further.

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The Outcome

We were thrilled to discover that our solution helped Acquire in more ways than one. As a result of the Marketo workflows and UTM tracking strategy we implemented, Acquire experienced:

- **Enhanced Data Accuracy**: Acquire achieved high data accuracy by aligning Marketo operational workflows to their UTM tagging strategy, accurately attributing lead conversions to specific marketing channels and campaigns.

- **Optimized Resource Allocation**: Accurate real-time data enabled Acquire to identify the most effective marketing channels and campaigns, and to use that information to make changes to their budget allocation responsively.

- **Improved ROI**: The ability to track and analyze UTM-tagged campaigns allowed Acquire to optimize marketing efforts over time, to ultimately maximize their ROI.

Do You Need Help Measuring the Performance of Your Organization's Multichannel Marketing Strategy?

Our experts at MAC can help you implement an effective tracking and measurement system for all your digital marketing initiatives.

With our expertise in Marketo and other marketing automation platforms, we can provide end-to-end solutions to help your organization accurately measure and optimize the performance of your marketing campaigns.

Contact us today to learn how we can assist you in achieving success through intelligent, data-driven multichannel marketing strategies!

Maximize Your ROI with MAC!

Contact Us