



“THERE’S NOTHING ELSE LIKE IT”

How Mariana delivered quality leads and targeting for one leading tech marketer in search of true ABM.

WHO’S MemSQL?

MemSQL delivers the leading database platform for real-time analytics. Global enterprises use MemSQL to anticipate problems before they occur, turn insights into actions, and stay relevant in a rapidly changing world. Used by global marketers to optimize data efficiency and performance by housing database, data warehouse and streaming workload functions in a single system.

THE CHALLENGE? ACCOMPLISHING ABM

For Kevin White, Director of Marketing Operations at MemSQL, a primary task was to find a true Account-Based Marketing (ABM) solution that could deliver the exact types of leads his sales team needed at a reasonable cost.

Their target? Technology leaders and software architects charged with identifying and integrating an agile, scalable solution like MemSQL into their enterprise’s digital architecture.

The challenge for Kevin and his team is the same confronting many marketers: accomplishing actual account-based marketing by “reaching the right audience,” as he put it, so they could drive the right leads into their inbound funnel.

WHAT HAD THEY BEEN USING?

MemSQL had tried mining leads through publishers, content syndication vendors, Facebook’s own

targeting tools and Twitter competitor followers. But those “just didn’t yield quality results for us.”

HOW DIFFICULT WAS IT TO ADOPT?

According to Kevin, Not very. He got close support from the Mariana team, and once he’d given them his lead criteria, he was able to plug their results into his stack and get to work: “Once I have the leads from Mariana, I can get up and running within 5 minutes.”

What started as a trial quickly turned into a full integration of Mariana atop Kevin’s marketing stack, integrated with Marketo, because “the quality of leads coming back from Mariana has been so great.” How much better are they? If he had to put a number to it, he’d say they were “20-30% higher quality” than what he was working with before.

“It’s been very easy (to use),” Kevin says. He gives Mariana his criteria and “it works on its own. The leads roll in.”

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HOW DOES IT COMPARE TO OTHER ABM PLATFORMS?

A lot of other ABM products that Kevin examined could measure the number of leads being generated, but couldn't deliver the high-quality leads his sales team depended upon -- leads occupying specific positions only within the specific accounts they needed to penetrate.

"Instead of trying to match our audience with somebody who's following another account on Twitter, or based on Look-a-like targeting on Facebook...now I know that I'm hitting the right type of leads," Kevin explains.

"It just helps me by targeting the right accounts." So that with any content MemSQL creates, he says, "I know I'm going to appeal to the right type of audience."

WHAT ELSE SETS MARIANA APART?

Since the audience Mariana delivers is the right audience, and more engaged, "the conversion ratio is better" than a paid social or PPC campaign.

One of its best features? "I don't have to do much work -- set it and forget it...A lot of smart people are in the background doing things that are making everything a lot easier."

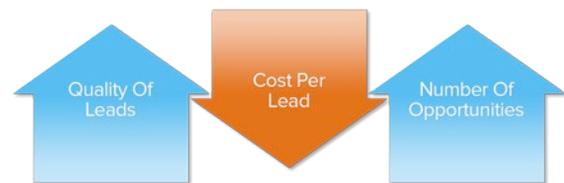
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SO YOU'RE HAPPY?

"We're looking at the full funnel, seeing who's hitting the funnel, who's converting," Kevin says, and after 6 months with Mariana, "it's been a great experience so far."

WHAT ABOUT ROI?

Three metrics tell the story: "I'm looking at cost per click, cost per opportunity and eventually how much it costs to win a customer. Mariana has reduced the cost per lead, which is really helpful for my marketing metrics."



WHAT WOULD HE TELL OTHER MARKETERS ABOUT MARIANA?

"The market needs Mariana," Kevin says, "because there's nothing else like it out there" for identifying and importing the right audience into your marketing platforms, then turning around results "very quickly."

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MARIANA

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