



big scary cranium

Overview

The need

Big Scary Cranium wanted the ability to use its clients' customer and prospect data to trigger one-to-one content targeted to when and where these contacts were most engaged.

The solution

Using IBM's marketing automation capabilities, Big Scary Cranium helped its clients deliver more targeted materials, which lead to a larger number of contacts progressing from prospects to marketing-qualified.

The benefit

Big Scary Cranium increased their client's ROI by 300 percent since January 1, 2014; achieved 40 percent database growth; increased qualified leads from the Web by 400 percent; and improved CRM status for more than 21 percent of their cold prospects.

Big Scary Cranium

Drives 300 percent Return On Investment (ROI) for client Alliance Bus Group

Big Scary Cranium is a small digital marketing agency based in Atlanta, Georgia focused on combining big agency strategy and creative services with robust marketing technology and operational capabilities.

The agency specifically pays attention to the buying cycle, whether a traditional B2B purchase or a long-cycle B2C purchase. By combining the team's creative expertise with proficiency in IBM Marketing Cloud's marketing automation technology, the Big Scary Cranium team is able to effectively help its clients deliver extremely relevant information to their own customers at every stage of the buying cycle – generating demonstrable marketing ROI.

Creating a stronger customer experience

Big Scary Cranium wanted to transition to sending more one-to-one, targeted content that would create a stronger customer experience. The objective was to use its clients' customer and prospect data to trigger communications when and where these contacts were most engaged. To do so, it needed a digital marketing provider with advanced marketing automation capabilities and the ability to act on virtually any customer or prospect data point.

“Silverpop is the digital marketing technology that is best equipped to handle vast amounts of customer and prospect data. As more organizations realize the importance of nurturing and educating prospects and customers through the buying journey, it's important to have a tool that is well-positioned to grow with the marketplace. Silverpop also offers flexibility and versatility for a wide variety of client-types, making it an ideal solution for an agency,” says Rich Wilson, President, Big Scary Cranium.



Solution components

Software

- IBM® Marketing Cloud
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Implemented marketing automation and progressive profiling technology

Because the team at Big Scary Cranium focuses heavily on content marketing, IBM Marketing Cloud's ability to tie customer and prospect data to specific pieces of content is a key differentiator. For example, the team at Big Scary Cranium has driven significant business results for its client, Alliance Bus Group. After completing an initial research phase, Big Scary Cranium discovered that the typical bus buyer was overwhelmingly uninformed. The team created customer journey maps from a primary research phase, in addition to existing sales and SEO data. They then implemented hyper-relevant content into Alliance Bus Group's marketing mix, including a Bus Fit Finder – an interactive tool anchored with IBM Marketing Cloud forms that helps prospects narrow down the best bus option. This tool, combined with demo videos, eBooks, infographics and more, incrementally educates buyers through automated IBM Marketing Cloud programs and progressive profiling technology.

Each session in the automated program begins with the identification of the user's buying segment. Following that, the user is led down one of two tracks: an unknown prospect program, or a standard prospect program. Users in the prospect program – or qualified through the unknown prospect program – are sent through an automated system that delivers the right information at the right time. The unknown prospect welcome program allows the potential lead to self-identify themselves according to pre-set conditions. After the customer's segment is properly identified, the nurturing process is accelerated with the prospect program.

Leveraging IBM Marketing Cloud's marketing automation capabilities, Alliance Bus Group sends new prospects more industry-specific educational content via the most segment-specific track. By sending more targeted materials, a larger number of contacts now progress from prospect status to being marketing qualified through the scoring engine. Each asset, page, action and form is given a score in the lead scoring engine in IBM Marketing Cloud. Once prospects achieve a pre-determined score, they are considered marketing qualified.

Notable returns on investment

Alliance Bus Group has seen 300 percent ROI since January 1, 2014. Additional results include:

- Through a combination of data cleansing and new lead generation programs, their database has grown 40 percent
- More than 50 percent of closed business has come through new leads gained since implementing IBM Marketing Cloud's marketing automation
- Qualified leads from the Web have increased 400 percent
- More than 21 percent of cold prospects that have been placed in automated programs have had their CRM status improve

About IBM

IBM is a global technology and innovation company headquartered in Armonk, NY. It is the largest technology and consulting employer in the world, with more than 400,000 employees serving clients in 170 countries.

About IBM Marketing Solutions

IBM Marketing Solutions make it easier to design and analyze meaningful customer experiences across applications, devices and time. From omnichannel marketing to real time personalization to lead management, IBM's offerings provide a range of solutions that help marketing organizations develop timely, relevant and responsive communications and collaborate more efficiently. The solutions can address a broad range of customer requirements, from simpler single channel campaigns to the most complex environments needing advanced segmentation capabilities, and include multiple deployment options. To learn more about the IBM Marketing Solutions visit ibm.com/marketing or contact your IBM representative or IBM Business Partner.

About IBM Marketing Cloud

IBM Marketing Cloud, part of the IBM Marketing Solutions portfolio, powers the delivery of exceptional experiences for customers across the buyer journey by leveraging customer data and behaviors, providing analytical insights and automating relevant cross-channel interactions. The cloud-based digital marketing platform provides email marketing, lead management and mobile engagement functionality to inform and drive personalized interactions in real time. To find out more, please contact IBM Marketing Cloud at 1-866-745-8767 or +44 20 7202 5930 and visit ibmmarketingcloud.com.



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Produced in the United States of America
April 2016

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