


Best Practices for Entering New Markets

An Act-On Case Study

A series of light gray silhouettes of people's heads and shoulders, arranged in a line and slightly overlapping, positioned on the left side of the slide.

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Today's Presenters



Ari Fefferman

Marketing & Client
Services Manager



Jeff Linton

Product & Field Marketing



Virginie Dupin

Marketing Director



Agenda



- Challenge
- Finding the Right Partner
- Implementation
- Quality Leads
- Results
- Partnering with Act-On
- Closing – Q&A



Challenge: Break into a new market



- Why were you looking to change?
- What specifically wasn't working?



Finding the Right Partners



- What goals were identified?
- What type of plan was put in place?
- What steps were taken?
- What did you find and how long did it take?



Implementation



- Quick Start-up Time
- Hit the ground running
- No drain on resources



Quality Leads



- Strong 1:1 relationships
- Valuable discussions



Results – Hot Leads Drive Sales Leap



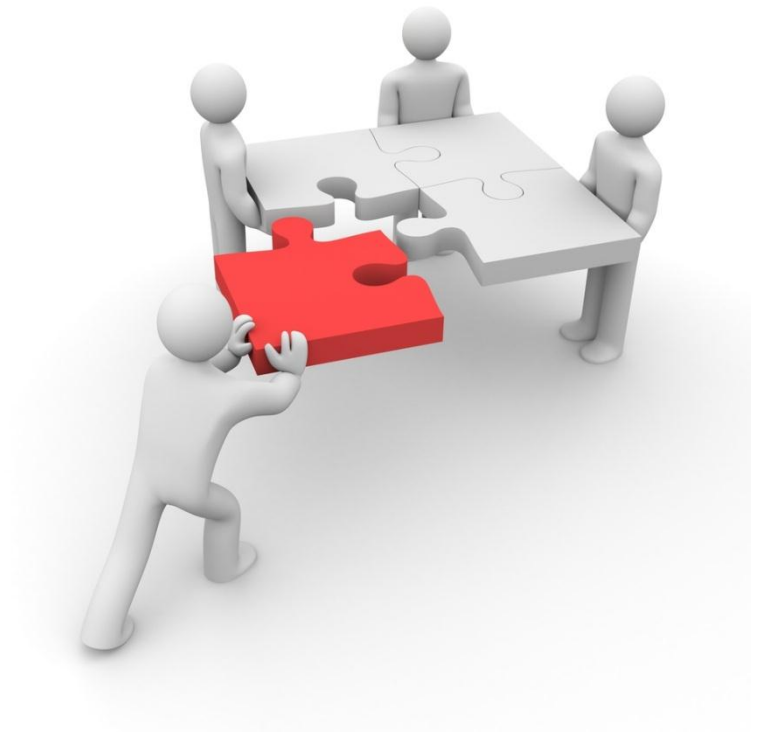
- How is this different from the past?
- Where is the value for you and your company?
- What types of new projects and opportunities?



Partnering with Act-On



- SFDC integration
- What specific growth have you experienced?
- How is this changing your company ?



Closing



Case study

Cameleon Software Gets 3:1 ROI on Marketing Automation, 39% Lift in Sales


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Success Story

Cameleon Software Gets 3:1 ROI on Marketing, 39% Lift in Sales

Challenge: Break Into a New Market


Cameleon is a global CPQ market leader, with strong leadership in Europe; however, until three years ago, the company had limited U.S. presence. Cameleon decided to penetrate the U.S. marketplace, and brought Virginie Dupin on board as marketing director to achieve this. Dupin had a two-step strategy: 1) Identify a partner who could help Cameleon localize its marketing activities; and 2) find the right technology to deliver qualified leads to Cameleon's sales reps.

Find the right partners to help

Cameleon selected BlueBird Strategies, an agency specializing in lead generation, to support its U.S. strategy and messaging. BlueBird Strategies executes a coordinated effort of demand generation, lead nurturing, lead scoring and lead management to increase lead velocity, using marketing automation as the foundation. Cameleon consulted BlueBird to recommend a marketing automation solution that would best fit their business needs.

"We knew that Cameleon wanted a cost-effective solution that would integrate well with Salesforce and WebEx to support their multichannel marketing programs," said BlueBird's Ari Fefferman. "Another must-have on their list was the ability to segment lists, so they could easily drill down and target leads. Act-On was the clear choice."

"It took almost no time to build a template and begin the campaign implementation," said Dupin. Complete implementation was achieved within the first week. "We wanted immediate action and Act-On delivered."



Cameleon is a 25-year-old European-born public company providing multichannel and multi-device solutions for product configuration, quotes and proposals (CPQ). It is a global market leader with strong presence in industries including insurance and financial services, telecom, hi-tech and manufacturing. Its customers include a wide range of enterprise businesses worldwide, including Tyco, Clear Channel, Medtronic, Sage, Technip and ThyssenKrupp.

"We wanted immediate action and Act-On delivered. We are on track with our U.S. goals, enjoying good lead flow and deal flow on the customer side, and Act-On has been instrumental in achieving this."

— Virginie Dupin
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