

Zyme Solutions Doubles Sales Conversions With Marketing Automation

Zyme Solutions is a global leader in channel data management (CDM), providing cloud-based solutions that collect real-time channel intelligence and distill trustworthy data to better optimize incentives, inventory, revenue recognition, and compliance management. Zyme's platform can receive data in around 100 different formats, and in nearly 20 languages. The company provides data steward services, powerful analytics, and business intelligence, and works with a worldwide channel directory of more than 900,000 partners to help companies ensure database quality. The company is headquartered in the US, and has a substantial presence in North America plus the EMEA and APAC regions.

Zyme's customer base is concentrated in enterprise technology sectors such as consumer electronics, enterprise networking, and semiconductors, and includes global leaders such as Dell, Fujitsu, Symantec, and Seagate. Given that Zyme's solutions have organizationwide impact, the company's challenge was how to reach and educate the many different decision makers in sales, marketing, channel operations, supply chain, and business intelligence. And of course, all of these roles have different perspectives and problems, requiring unique messaging and offers.

Zyme started looking into solutions that could leverage automated technology globally to nurture prospects who were early in the sales cycle, freeing the sales team to concentrate on prospects who were closer to being sales-ready.



The Issue:

The sales team at Zyme had plenty of leads, but no way to distinguish emails by different recipient roles, and no visibility into how qualified the leads really were.

The Solution:

Zyme's wish list for marketing automation included end-to-end visibility into campaign management, list management, comprehensive metrics, the ability to nurture and score leads, and the ability to manage multichannel inbound marketing.

The Results:

Using Act-On, the company has tripled open rates, and nurtured leads convert at twice the rate they used to. Zyme sent close to 50,000 customized emails to their prospect base in the first three months of 2014- about three times the number they did in all of 2013.

Visibility into Email Programs

"We were generating leads and sending off emails, but we had limited visibility after the send. Now with Act-On we can track the opens, the clicks, and all the behavior afterwards.

This robust feature was not in the other solutions we tried," said Rishi Shankar, Senior Manager of Marketing Support for Zyme.

The marketing team found they could build, test and deploy emails faster. They implemented A/B testing to determine the most effective email elements, and tested to see if content was

mobile friendly. Act-On also provided Zyme with tools to increase deliverability, and bounce rates have gone down significantly – by 40%.

Once the Act-On platform was in place, Zyme put a nurturing program together and deployed it. In the first three months of 2014, the company was able to send close to 50,000 customized emails out to their base of prospects – about three times the number they did in all of 2013.

Tripling Open Rates and Doubling Conversion Rates

With tens of thousands of leads in their system, Zyme's sales team was able to concentrate on the top 5%, with the remainder of the leads going into automated programs.

When these leads went through a nurturing program before reaching the sales representatives, their conversion rates more than doubled, from an average of 2–3% to a 6% close rate.

Because Act-On's platform allows Zyme to segment its audience by behavior, industry, and role, and to automate and personalize content, Zyme has been able to deliver content that's targeted and tailored to specific interests.

The results: email open rates have tripled over the rates they saw using another platform.

"With the Act-On platform, we are now able to do extremely personalized campaigns that target specific areas in specific industries, and we are starting to see a big difference here," said Rishi. "We now can use the real time reporting, dashboards, and metrics to deliver the right content to the right target."

Doubling Conversion Rates

Outbound activities have always been a big part of Zyme's lead generation program, and they run many large email campaigns, webinars, and live events. Their inbound program included search engine optimization and payper-click advertising. However, without a comprehensive platform, Zyme didn't know which channels were converting.



If I had to summarize the other benefits we have realized from using a marketing automation platform it would be three things:

- One, we have increased both the quantity and quality of our communication;
- Two, we now have real-time metrics that so we can dial up or dial down what is performing;
- Three, we can track our prospects' behavior.

We – simply – can do a lot more.



RISHI SHANKAR
Senior Manager of
Marketing Support,
Zyme

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RISHI SHANKAR

Now, with Act-On in place, they can see which channels perform the best and bring in the most qualified leads. With the real-time metrics, Zyme can see which content engages people most, such as videos and infographics, and use the data to score leads. They can also see what types of content, such as third-party industry reports and case studies, indicate that a prospect is far enough down the buying cycle and ready for a sales call.

About Act-On Software

Act-On Software is a marketing automation company delivering innovation that empowers marketers to do the best work of their careers. Act-On is the only integrated workspace to address the needs of the customer experience, from brand awareness and demand generation, to retention and loyalty. With Act-On, marketers can drive better business outcomes and see higher customer lifetime value. The Act-On platform provides marketers with power they can actually use, without the need for a dedicated IT resource.

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