



Products

salesforce pardot

Industry

Technology & Telecommunications

Profile

INAP is an Internet infrastructure provider that offers cloud hosting, colocation, Internet Protocol (IP) services, data center and Content Delivery Network (CDN) services.

Company

\$300 million

Location

Atlanta, Georgia

Leveraging Pardot for Streamlined & Efficient Marketing Automation

THE CHALLENGE

- INAP was reorganizing its sales team and needed the system to support its new organizational structure
- INAP, like many customers, had a legacy system that included outdated content assets, duplicated material, and unnecessarily complex processes
- INAP was looking to optimize their Salesforce integration, including determining which way data should flow, managing an opt-in process, and protecting data from being overwritten
- Campaign ROI reporting was difficult due to inconsistent Lead Source & Campaign Influence Tracking
- Legacy processes and system changes had not been documented well, causing challenges and confusion

THE SOLUTION

- Configero worked with INAP to audit and document current state sales and marketing processes
- Implemented Pardot and completed set-up and integration with Salesforce
- Developed and documented process for capturing Lead Source and maintaining data integrity
- Enabled Campaign Influence reporting to facilitate multi-touch attribution
- Built process to facilitate lead assignment (based on new sales team structure) and ensure all form fills are followed up on
- Added prospect activity notifications to alert sales of form submissions

THE RESULTS

- Streamlined email and layout templates, reducing the number of versions by 70%
- Since implementing the new Pardot platform, INAP has seen a 118% YOY average increase in form fills
- INAP now has a technology & process roadmap in place outlining priorities for the next 5 quarters
- Campaign influence & lead source are consistently tracked & synced between Pardot & Salesforce
- New dashboards & reports have improved team's ability to demonstrate ROI of marketing efforts
- Clear process documentation and train-the-trainer sessions have empowered INAP to manage future changes leveraging internal resources

*“Configero was the perfect partner for our Pardot implementation. They provided experience from the Pardot side and the Salesforce side... a technical perspective and a marketing user perspective. This was a **tremendous value add!**”*