

Snapshot: Egencia



The Challenge

Egencia was struggling with too many manual processes. With almost 1000 email templates in Salesforce, but no tracking as to which sales reps were using them, how often, or with what value, email outreach by sales reps was inefficient and untargeted. Egencia's existing email system required manual loading of those who unsubscribed into Salesforce. Segmentation was also manual and difficult: each list was pulled and then sales reps had to indicate which leads they didn't want mail to go to, which meant lists constantly needed to be rebuilt. It was taking 3-5 hours just to send one batch email. There were also issues with duplicates in their database – a full-time person was needed just to work on data quality. The pain had grown enough for Egencia to look for a new solution.

They knew it wasn't going to be easy to make the change. They'd looked at Marketing Automation years earlier, and now was the time to look again. But the team at Egencia had no idea just how far reaching those changes would be, not only for the two-person marketing team and for sales, but for the entire organization.

"Sometimes you get so used to your pain you forget that you're in it. The Pedowitz Group not only made us aware of our pain, they made us aware and then healed it."

– Michael Robertson, Director of Premier Sales, Egencia

The Solution

Egencia took the step of implementing Marketing Automation, used best practices, and within a few months had most of their database cookied so they could track web and other activity.

Needing to accomplish more, more quickly, and with a marketing team of two, Egencia chose the Pedowitz Group as a partner to accelerate Revenue Marketing success. Egencia had numerous programs they wanted to get up and running, and chose the Pedowitz Group for their ability to execute quickly, shorten ramp-up times, as well as their reputation as a key marketing automation partner.

A key part of the solution was strengthening the alignment between sales and marketing. By telling sales what the campaign would be, and delivering on exactly that, bonds of trust were formed. In addition, the sales team was invited to participate in the creation of content, because they knew exactly what information prospects wanted. Michael Robertson, Director of Premier Sales says, "By contacting and involving the sales team early on, sales owns part of the message, not just marketing. It is now 'how did *our* campaign go?' and 'how many leads did *we* generate?' By helping to develop content and messaging, sales has become an internal champion for marketing and there is a sense of co-ownership."



"The Pedowitz Group brings key things we didn't know we were missing. Erica Lanyon keeps us on track. She's so well organized, extremely good at project management, and challenges us to try something new. Mili Patel understood the business and content at rapid pace, in days, not months. She immediately got the nuances of our business. Moni Oloyede gets the numbers, the data, and it's amazing what she understands at a technology capacity level. When we explain what we need in a dashboard, she produces exactly our vision."

– Jennifer O'Brien, Director of Marketing, Egencia

The Results

Two of Egencia's main campaign targets have been cold leads and new accounts. For the cold leads campaign, Egencia wanted to reinvigorate older leads that had not responded in some time. Marketing and sales worked together – they sat at a table and designed the campaign as a single team. Sales contributed to the content, because they had ideas about what would bring a cold lead back to life. They also had specific needs for the emails, input into the flow and timing, and discussions about how often emails should go out. The campaign was tested with three territories, and because of the teamwork, territories were competing to be included in the trial!

The Pedowitz Group contributed by recommending different paths and different acceleration through the paths, depending on the activity of the lead. Cold leads that turned out not to be cold got attention from sales right away, while others were nurtured until they were warm enough to go to sales. The Pedowitz Group advised Egencia to test everything. Each time an email was sent, some kind of test was done in order to increase optimization and get higher ROI. Egencia has tested the email sender, subject lines, content, and other aspects of each campaign.

The accounts campaign was focused on ensuring that new accounts used their Egencia programs and received their benefit early on. With a new campaign designed to help accounts get started, the results have been strong. For the first 10 weeks nurture path program, their open rate is 18%, but their click rate is 7%. By helping their customers through the implementation process, they've seen open rates as high as 35% with click rates of 13%.

By aligning sales, marketing and marketing operations, Egencia has also accelerated sales' ability to follow up with leads, including those from social sources. By tracking activity and watching social conversations around competitors' products, they are able to see what the prospect is

Key Benefits

- Sales and marketing are aligned and work together as a team
- **In a pilot group, the combination of automated marketing and strategically timed calls increased realized volumes 40% above expectation**
- **Quality of new account launches improved by more than 50%**



looking for and respond quickly. In one case, a sales rep was able to view the social activity around a competitor's solution, find the new prospect, follow up, and get results...all in just over 2 hours!

Because Egencia knows its competition well, sales and marketing have worked together to create evergreen campaigns that emphasize Egencia's benefits– sales reps can use these campaigns any time to ensure that they are making a strong sales pitch. In addition, marketing knows sales reps are on the front lines and know what messaging sticks. By working together, sales can share those gold nuggets and marketing can develop whole campaigns, landing pages, forms, and emails, based on those nuggets. And because they're using Marketing Automation, Egencia can move strategically, make changes to campaigns, and create new campaigns quickly.

Lessons Learned

- It's crucial to keep your customers engaged, not just your primary contacts, but those peripheral to the account as well
- A/B test everything, use the winner, and test again
- "Fail with style, fail with grace, get up, and keep on going. Sales must work with their marketing partners to get the leads and campaigns that work." – Michael Robertson
- **Organizations fundamentally need to shift the way they think about Sales and Marketing and it's painful, but the more the teams work together, the better it gets**

"Introducing Marketing Automation and having the Pedowitz Group help with tactics and strategy has created a fundamental shift in the way Egencia looks at things, especially for the sales people," says Melissa Cole, Senior Manager of Learning and Development. "Marketing Automation opened everyone's eyes to a different way of doing things. Everyone now has the concept of being collaborative and embracing the unknown. Now other divisions of the company want to know how we did it and how we managed the change."

Adds Jennifer O'Brien, Director of Marketing, "It is a change management process and you have to be willing to have thick skin, but the end result is amazing."



About Egencia

Egencia is the fifth largest travel management company in the world. As part of Expedia, Inc., (NASDAQ: EXPE), the world's largest travel marketplace, Egencia helps businesses get ahead by offering the only truly integrated corporate travel service. Egencia's industry expertise helps drive results that matter, delivering meaningful advancements that have a real impact. By combining a powerful offline and online service, Egencia delivers a complete corporate travel offering supported by global market expertise and a best-in-class technology platform.

About The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group (TPG) is the world's largest full-service revenue marketing agency and recently earned the #12 spot on the Atlanta Business Chronicle's Top 50 List of Fastest Growing Private Companies. Through a focus on marketing and sales automation solutions, TPG helps global clients execute demand generation strategies that generate repeatable, predictable and sustainable top-line revenue results. Services include strategy, system selection, implementation, creative and outsourced demand generation for such industry leaders as Comcast, Deutsche Bank and Palace Sports and Entertainment. For more information on how TPG helps clients become successful Revenue Marketers®, visit www.pedowitzgroup.com or revenuemarketer.com.