



The Revenue Marketing Company

Case Study



## About Xylem

Xylem is a large U.S.-based water technology provider that launched as a spin-off from ITT Corporation in 2011. The company enables customers in more than 150 countries to transport, test, treat, and efficiently use water in public utility, residential, commercial and agricultural settings.

## The Challenge

The company's board of directors wanted to prove the effectiveness of digital marketing and technology before scaling to an enterprise level. "It is one thing knowing you want to invest in a specific technology to achieve a certain target, but it is a whole different ballgame actually implementing and rolling that out within a \$4 billion organization." That is how Raj Suvarna, Director of Digital Marketing, describes the challenge that Xylem faced in implementing Marketo. The six-month goal of the pilot program was to achieve 100 Marketing Qualified Leads (MQLs). With the help of The Pedowitz Group, Xylem was able to reach that goal in less than the allotted time and move on to full implementation of marketing automation within the company.

## The Solution

The Pedowitz Group helped Xylem marketers develop and launch a pilot campaign in just 30 days, leveraging the Marketo platform along with a targeted strategy and supporting execution. If the pilot was successful, Xylem would scale Marketo to enterprise level. The measure of

success would be generating leads from which to extract MQLs, along with the possibility of actual equipment or service sales. Within two weeks of the pilot campaign's start, Xylem had 26 MQLs in hand, all interested in a demo of a \$45,000 pump from their dewatering division. Xylem recouped the costs of the pilot program quickly.



The solution of global roll-out and adoption of the Marketo marketing automation platform was successful. After The Pedowitz Group had helped Xylem to adopt Marketo as its marketing automation platform, Xylem came back for

*“We were able to do so much more by partnering with the experts at The Pedowitz Group than we could have done without them. It has helped us generate top of funnel leads and nurture a large percentage of them through to MQL status with high-value educational content. With this highly targeted persona based campaign we have been able to generate leads for a service offering that positions our sales team as problem solvers, not just sales reps. We are excited about the potential for revenue marketing within Xylem.”*

– Bryan Gassler - Director of Marketing, Xylem

assistance with campaign execution and strategy. Several years after implementing Marketo, Xylem called on TPG again while planning a larger inbound/outbound campaign. While Xylem knew what needed to be done and how it should be done, they didn't have the bandwidth or the staff to execute the strategic elements of the campaign or to implement it in Marketo. This project was an integrated campaign of both inbound and outbound, with goals of understanding the customer persona more fully and learning the touchpoints and cadence of automated marketing while targeting a specific market segment. TPG partnered with Xylem to fine-tune the campaign, helping them to

expedite the campaign to meet their immediate goals by using existing data. TPG encouraged Xylem to maintain focus and to avoid scope creep and stick to best practices.

### The Results

With the help of The Pedowitz Group, Xylem generated 26 Marketing Qualified Leads within 2 weeks of pilot launch, representing more than \$1.0 million in new pipeline contribution. Based on this proof point, Xylem board of directors authorized the global rollout. The first post-pilot effort generated 150 MQLs, surpassing the goal by 50 percent in less than half the planned program duration.

New pipeline contribution

**\$1.0 Million**

First post-pilot effort generated

**150 MQLs**



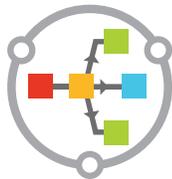
## Next Steps

While the inbound portion of the campaign is still in progress, Xylem sees this most recent joint effort as a success. It met their long-term goal of starting a conversation with potential MQLs, giving Xylem a marketing foundation for their portfolio of products and services. Looking ahead, they are working toward greater integration of their inbound and outbound strategies and to learning more about their MQLs – who they are and what channels they prefer, for example. Ultimately, Xylem is looking to Marketo-enabled efforts to give them a clearer understanding of their customers’ journeys through the marketing funnel.

## Benefits



Exceeded pipeline goals



Expanded omni-channel reach



Implemented Marketing best practices



Increased local distributor satisfaction

## Lessons Learned

1. Be faithful to best practices to achieve best results.
2. Be realistic about the length of time it takes to plan and implement a campaign.
3. If you don't have sufficient bandwidth or expertise to execute a Marketo campaign well, bring in a partner/consultant.

The Pedowitz Group is the world's largest full-service Revenue Marketing company. A two time Pacesetter winner, The Pedowitz Group helps global clients transform their marketing organizations from cost centers to revenue centers by assessing and optimizing six controls: strategy, people, process, technology, customers and results.

