



PEDOWITZ
GROUP

The Revenue Marketing
Consulting Firm

Case Study

zoetis

Introduction

Zoetis is a global leader in animal health. They discover, develop, manufacture, and market veterinary medicines and vaccines. These product offerings are complemented by diagnostic products, genetic tests, bio-devices and other technical services.

The Challenge

Zoetis wanted to drive consistency across their international business to streamline marketing operations and discover innovative ways to engage customers throughout the customer life cycle. Their US organization had already demonstrated the benefit of Marketo and Salesforce.com for closed-loop engagement and reporting.

Because of language and cultural differences involved, an international rollout of Salesforce.com and Marketo required a more dynamic solution than the US rollout, one that would allow for a more efficient process, but also include local compliance. Zoetis sought help from The Pedowitz Group (TPG) in their deployment of an International Center of Excellence (CoE).

The Solution

With 597,000 potential veterinarian customers globally and over 200+ product SKUs in their

catalog, it was necessary for Zoetis to keep supporting their customers while managing their growth for a positive result overall for both customers and the company itself. TPG offered solutions for lead management, Marketo enablement, preference centers and Marketo-Salesforce integration. These services ensured a consistent, standards-based approach for each market, continuing operation of core marketing functions, and outcomes that increased efficiency and cost-savings, with greater data visibility. Additionally, custom rules allowed markets to meet their individual compliance requirements, including opt-out and privacy policies specific to certain countries.

How TPG Helped

TPG stepped in and created a structure for the Zoetis onboarding process, which included our proven governance model that more clearly outlined roles and responsibilities. TPG also worked to implement their positive revenue marketing processes into the existing marketing operations.

Using a single Marketo instance, Zoetis International first established access for 11 primary markets. Next, the business wanted to roll out the solution to all remaining markets

under its umbrella. However, the challenge lay in finding the most efficient way to expand. The international solution consisted of 4 key elements to facilitate the scalability required.

- Step 1**  Step one involved building out six cluster workspaces for the 30 remaining markets. Use of dynamic language and a dynamic unsubscribe page based on country and preferred language allowed each country to dictate the customization of any existing assets within Marketo.
- Step 2**  Step two integrated Marketo with Cloudwords, which facilitated more effective and efficient localization of existing assets within Marketo.
- Step 3**  Step three provided the installation of a centralized Marketo expert network of support partners, supporting all continents and time zones with on-demand services against a globally agreed rate card and SLAs.
- Step 4**  Step four initiated the set-up of regular communication and training conducted at various usability levels to ensure each international market understood the capability of Marketo, and offered suggestions for best practices around the tool.

Results

Within one year, Zoetis had established the standards that underpinned their increased efficiency and successfully deployed Marketo across international markets, providing access and coverage for up to 41 markets spanning each continent.

They also established a suite of centrally managed dynamic templates, which have been localized into over 20 languages for local countries to leverage to the benefit of the entire business. TPG was able to assist them in establishing a dynamic unsubscribe page in over 20 languages, integrating Cloudwords to support asset localization, and introducing revenue marketing culture within the company itself. TPG's unique strategies allowed them to increase engagement with customers through non-traditional channels. By focusing communication across the organization, Zoetis was able to reduce campaign costs by up to 24% while at the same time demonstrating a 20% incremental growth in the business.

The company was also able to provide more standardization of data management and data integrity in a single global database and offered an innovative support infrastructure covering all time zones in order to be "always-on" for customers on a global scale.

TPG assisted them in growing their customer engagement efforts with the implementation of training and coaching over 15 country administrators and 400+ marketers worldwide. Currently, a total of



roughly 40 markets are now enabled with the Marketo/SFDC stack. Nearly 20 workspaces all reside within one instance, efficiently meeting customer service goals while offering premium service to clients.

Lessons Learned

By rolling out Marketo with the help of TPG, Zoetis was able to develop a new culture of revenue marketing throughout the organization in less than a year. As a result of the solution, in the first 12 months, Zoetis has reduced campaign costs by up to 24% with a 20% incremental growth vs. traditional channels in focus markets.

Through established training and pilot campaigns, Zoetis has proven how impactful the Marketo solution can be in generating new leads, growing sales, and reducing costs across multiple markets and channels.

Moving forward, TPG will continue to help Zoetis with adoption of the current tools and processes across their key markets globally.

“Marketo Marketing Automation is more than a software platform, it is a digital cultural transformation success tool. What Stephen Cockburn, our partners TPG and the International team have been able to do, is not just expand the platform in record time, but change a Marketing culture so we can connect with our customers in a more timely, efficient and personalised way which helps them succeed in their businesses and the healthcare of animals.”

Ed Stening, International Head of Digital, Zoetis

The Pedowitz Group – Connecting Marketing to Revenue™

The Pedowitz Group wrote the book, and is the undisputed thought leader on Revenue Marketing™. As your partner, TPG helps you plan, build and optimize your revenue engine by delivering services in Marketing Technology, demand generation and marketing operations. We believe that marketing is the driver of customer engagement that fuels the revenue engine. The Pedowitz Group customers have won over 50 national awards for their Revenue Marketing excellence.

