



PEDOWITZ
GROUP

The Revenue Marketing Agency

Case Study: Pinstripe

The Challenge

Pinstripe, Inc. is North America's leading independent recruitment process outsourcing (RPO) provider. After implementing marketing automation, aligning sales and marketing, and establishing baseline metrics, Pinstripe was ready to take their Revenue Marketing™ efforts to the next level.

Pinstripe had basic reporting in place, but the data gave them a limited perspective into their revenue efforts. Pinstripe needed to see more complex, multi-dimensional analytics, delivered in a contextually-relevant light, from which they could make better business decisions.

Pinstripe also wanted to centralize several disparate sources into a single, instantly accessible set of informational dashboards. This aggregation of data needed to be informational, establish reporting efficiencies, update in near real time automatically and provide an accurate picture of the company's marketing/sales performance.

The Solution

The Pedowitz Group deployed Revenue Marketing Analytics, a series of dashboards that provides automatic updates for best practice sales and marketing performance metrics. TPG

combined data from CRM, marketing automation and Google Analytics information that allowed Pinstripe to see analytical performance in a single dashboard. This enabled Pinstripe to view many different data relationships that were previously unavailable.



One such relationship was a “Win Rate and Close Rate by Account Industry” dashboard. This graphic gave the marketing department an immediately-clear picture of which industries generated opportunities that had the highest statistical probability of closing, and which generated the most actual revenue for the company. This information was invaluable in helping them to determine where to tailor marketing initiatives by industry, as well as giving critical insight into how to market to each industry more productively.

TPG also enabled a dashboard that identifies revenue attribution, by campaign, from multiple perspectives. Pinstripe had the ability to see the influence their various marketing campaigns have on revenue generation from five separate perspectives, allowing them unprecedented flexibility and detail in how they are able to judge the successes and failures of their campaigns.



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How The Pedowitz Group Helped

The Pedowitz Group's consultants brought years of analytics expertise, certifications in both Marketo and Salesforce, and most importantly, a deep understanding of Revenue Marketing™ metrics to the project. This combination of skills was vital in creating the sophisticated, multi-dimensional reports that provided marketing managers with accurate business intelligence, which in turn ultimately gave them clear, strategic, decision-making vantage points.



and dashboards were the most meaningful to their specific business cases, TPG configured custom reports and dashboards to fulfill the client's reporting needs. TPG created a custom logical data model (LDM), which served as the foundation that allowed them to not only cross-analyze different data sources, but to combine and cross-reference specific data points as needed. For example, one report enabled them to reference Account-level information within Opportunity Data analysis (which typically is not possible in Salesforce.com).



pinstripe®

"The Revenue Marketing Analytics dashboards enabled us to see marketing's contribution to sales with reports that we couldn't create in our CRM and marketing automation applications."

-Kristen Wright, VP of Marketing, Pinstripe



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Lessons Learned

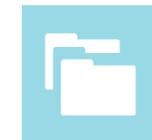
Pinstripe learned that creating the right business intelligence engine is a process that cannot be rushed. Close, ongoing collaboration between marketing and sales managers, as well as their respective teams, was required to determine their unique business processes, and to gather the most relevant metrics and factors to fulfill their varying business reporting needs.



Marketing managers now have accurate, instantly-visible, business-relevant, analytics that they can show to their leadership team.



In their day-to-day operations, marketing now has access to real-time, complex metrics that give them actionable insights into their many business processes. They are able to zero in on specific parts of their business and drive revenue results where needed most.



The relationship between marketing and sales continues to improve each day.



The immediate availability of information has enabled faster reaction times to external business happenings.



Happier bosses, who can now clearly assess marketing's contribution to revenue.



Results

Pinstripe gained a depth of reporting that was previously unattainable. In addition, they no longer had to wait days for analysts to delve through all of the company's different data sources to generate accurate numbers for executives.