

Case Study

Marketing Automation with SugarCRM at Acclaro Inc.



Sales and Marketing Automation Experts

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Lead Capture Solution with SugarCRM at Acclaro

The Business Challenge

Acclaro Inc. is a rapidly growing provider of professional language translation, software, and website localization services in the global market. Providing high-quality, high-value services has allowed them to establish successful client relationships with major companies such as Yahoo, Oracle, Cisco, and Sony.

ApexTwo has been providing marketing assistance to Acclaro over the past few years, during which time Acclaro experienced tremendous growth. In 2007, Acclaro was recognized as the 43rd fastest growing company on the Deloitte Technology Fast 500.



One of the primary drivers of this rapid growth has been Acclaro's aggressive use of Pay-per-click (PPC) advertising in combination with various incentive programs to generate leads. These PPC campaigns appeared to be producing positive results. However, Acclaro was looking for additional ways to improve the return on their marketing investments and convert more of their leads into closed sales.

Obtaining Marketing ROI for online lead generation is difficult for firms that close their sales offline.

In essence, Acclaro sells big-ticket service contracts that generally close offline after a selling effort that can last several months. Additionally, many of Acclaro's best leads begin with a web search, culminating in a phone inquiry.

During the last year, Acclaro made tremendous progress by adopting SugarCRM as their primary system for managing sales and service delivery. Additionally, they were using Google Analytics and Adwords reporting in order to assess their aggregate effectiveness in producing traffic and lead conversions. However, they essentially had no bridge between these systems — and that was holding them back. Some of the challenges they faced were:

- Which PPC advertisements and landing pages were not only producing leads but producing *quality* leads that led to closed business?
- What parts of the website were producing those quality leads?

- How did time of day and day of week affect the quality of leads?
- What were the initial indicators of a quality lead?
- How could Acclaro tie phone-in leads back to the leads' original search and online activity?
- How could Acclaro utilize lead capture information and SugarCRM to conduct lead nurturing activities for those that were not yet ready to buy?

Solution Highlights

ApexTwo set about working hand in hand with Acclaro to create and evolve a solution suited specifically for their needs. The resulting solution is driven by a lead capture system built by ApexTwo that is integrated into Acclaro's website and utilizes web services to communicate with their on-demand SugarCRM system hosted at Sugar. The system contains a number of industry-leading features for the SMB market:

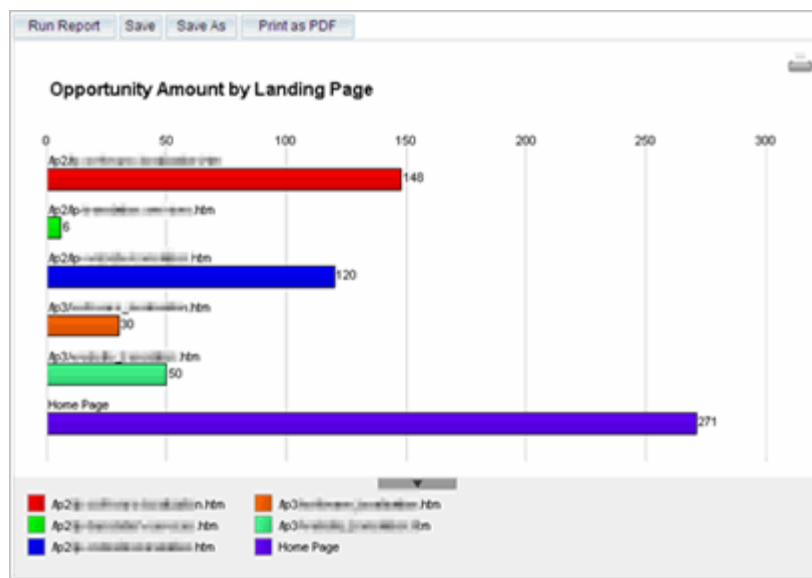
- **Visitor / Lead Tracking** – All visitors to the client website are assigned a unique identifier that allows popular areas of the site to be tracked. When a visitor later chooses to identify himself by completing a registration form or requesting a call back, a lead record is created, which includes all of the prospects' previous visit history.

Visit Log	Pages Viewed, Listed in Viewing Order, First Page First:
	http://www.acclaro.com/p3/website_translation.htm?utm_source=google
	http://www.acclaro.com/
	http://www.acclaro.com/index.htm
	http://www.acclaro.com/svcs_web_globalization.htm
	http://www.acclaro.com/svcs-rfq-frm2.php
	http://www.acclaro.com/
	http://www.acclaro.com/contact.htm
	http://www.acclaro.com/svcs-rfq-frm2c.php
	http://www.acclaro.com/svcs_rfq_confirm.htm

- No Lead Duplication** – Many of today’s CRM systems, including Salesforce.com, SugarCRM, and NetSuite among others, create duplicate lead records in the system when a visitor takes more than one action over time. For instance, if a visitor fills out a form and then downloads a whitepaper, the lead is counted twice. This causes a problem when the lead receives multiple emails and/or mailings during future marketing activities, potentially annoying the lead and losing the sale due to ill will. Rather than having to manually de-dupe the lead database, a new SugarCRM plug-in was developed that keys off of the user’s email address and updates the existing record instead of creating a duplicate lead. In addition to providing a cleaner database and better customer service, this solution adds the benefit of being able to see one true history for each lead over time.

Name	Account Name	Date Created	Lead Source	Conversion Method	Lead Status
E-Field Corp		2009-09-15 11:12	PPC	RFG	In Process
Contra Trade I		2009-09-15 09:19	Event		New
		2009-09-15 02:13	Web	RFG	In Process
Woodhill Transportation		2009-09-13 15:09	PPC		Assigned
		2009-09-12 18:24			New
Wendover Auto Parts		2009-09-12 04:45	PPC	Request Call Back	Assigned
Edward Lemery, LLC		2009-09-11 13:42	PPC	RFG	In Process
Key-Spane LLC		2009-09-10 21:32	Web		In Process
Warren Guzman		2009-09-10 10:23	PPC		Assigned
TKM		2009-09-10 10:14	PPC		Assigned

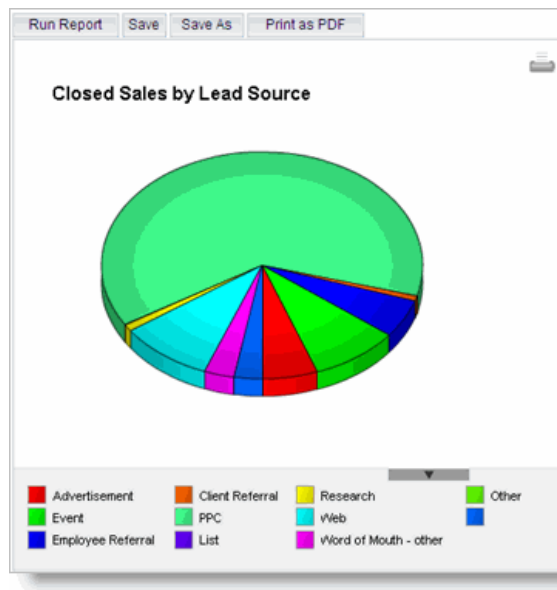
- SEM ROI Dashboard** – One of the challenges today is that most CRM systems do not adequately address the need to manage online marketing activities beyond email campaigns. With Acclaro’s new lead capture system, all of the PPC campaign information, search terms, visitor’s IP/location, landing page, and more are brought into the lead record when it is created. This allows Acclaro to easily create reports that key on ad campaigns, landing page testing, GEO positioning, and more.



- **Initial Lead Scoring** – Based on the information a visitor provides when completing an online webform, leads are automatically scored based on various parameters. These scores are provided to Acclaro’s business development reps for use in prioritizing where they spend their time and effort.

LEAD SCORE --- ACCOUNT POTENTIAL	
Lead Score: 39	Industry: *
Potential Projects: Website	Company Revenue: Under \$10 M
Potential Langs: 3-5 Langs	No. of Employees:
Ann. Loc Potential: Under \$10 K	

- **ROI Reporting with Online LeadGen / Offline Sales** – Keeping all of this information within one single CRM system, Acclaro is now able to tie offline sales back to leads that were generated online, giving them a total ROI view of their marketing activities.



- **Closed-loop for Call-in Leads** – The Acclaro solution also addresses a common problem for many B2B firms that sell bigger-ticket products and services: many of the best leads begin with a web search and visit to website but convert with an inbound phone call. This makes it difficult to tie the lead back to their original search activity. A typical solution to this problem is to use a designated toll-free phone number to track

landing pages, they can more easily “fine-tune” these items to improve not only conversion rate but lead quality as well.

Ability to Set Up Nurturing “Tracks” – As a follow-up step, Acclaro will soon set up nurturing tracks and drip marketing campaigns focused on the specific interests of individual leads, based on the information provided either directly or indirectly (e.g., software localization, website translation, QA testing, etc.).

About ApexTwo

ApexTwo is focused on the front end of business, providing high-value consulting services that range from the creation of traditional and Blue Ocean marketing strategies right through to the implementation of cost-effective solutions and programs for online and offline lead generation, marketing automation, and CRM integration.

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