The background features several large, overlapping geometric shapes in shades of orange and red. A white diagonal line runs from the top-left to the bottom-right, bisecting the composition. The shapes are arranged in a way that creates a sense of depth and movement.

Case Study

Implement innovative customer journey in Eloqua Platform for Hewlett Packard

PROFILE



NAME : Ryan Axford
EMAIL : raxford@nuturelabs.io
Founder, Nuturelabs

Ryan is the founder and Principal Automation and Optimization Consultant at Nuturelabs. Over the last several years he has been the face behind lead generation programs driving triple digit results for various software companies. He has experience managing the optimization of the content lifecycle, landing pages, and automation platforms both large and small.

Ryan has written Pardot trainings, and has most recently worked with clients including the University of California and

HPE Software, as well as clients across SaaS, Services, and Technology Hardware.

Ryan's strategic approaches have grown databases 3x using content creation and targeted demand and lead generations campaigns. His success has been supported by the design of successful webinars, eBooks, blogs, drip campaigns and other online marketing programs.

In 2016 he helped to drive \$7.77 Billion in sales for his largest client's Software and Enterprise Marketing divisions. In 2017, Ryan helped his clients increase conversions, demos, opportunities, and new customers – all in triple digit gains.

MARTECH

eloqua™

PROBLEM

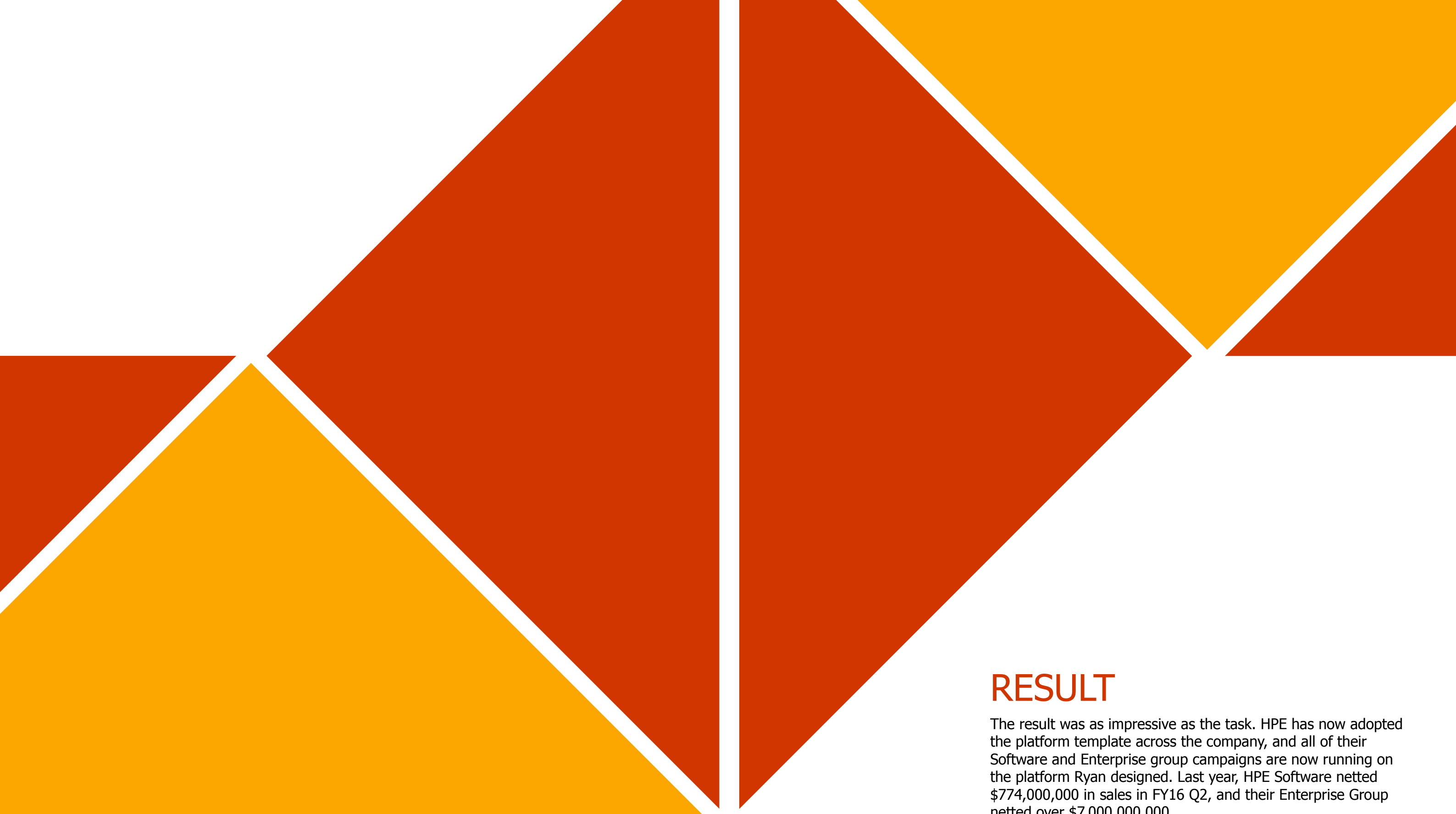
HPE Software came to Ryan's team with a gargantuan task. As it stood, they spent millions every year to send batch and blast campaigns to their contacts, and wouldn't reuse any of the content or emails from those campaigns in their future efforts. The result of this was wasted money, snail-level speed agility, and frustrated executives. A co-worker and Ryan were tasked to build a new platform inside of Eloqua which would allow for contact to rotate through nurture paths continuously, while only sending them emails with content they hadn't seen previously. Then, as the years would go on, they would refresh those campaigns so any original contacts would re-enter and receive fresh content.



SOLUTION

The two-man team devised a sleek solution which allowed contacts to enter into a campaign multiple times, but only receive the emails they either hadn't seen yet, or which had content they hadn't seen yet. As those contacts left the campaigns, they could engage with different criteria to get them back into the same campaigns months later, however they would only begin receiving emails if HPE had refreshed them.

The system utilized many of Eloqua's features and leveraged filters to guide contacts through their most optimal path. The solution meant that theoretically, no two contacts would get the same email at the same time within their buying cycle, but rather whichever made the most sense based on what content they had already seen, and what they hadn't.



RESULT

The result was as impressive as the task. HPE has now adopted the platform template across the company, and all of their Software and Enterprise group campaigns are now running on the platform Ryan designed. Last year, HPE Software netted \$774,000,000 in sales in FY16 Q2, and their Enterprise Group netted over \$7,000,000,000.

TESTIMONIALS



I would like to thank Ryan for everything he has done in helping us deploy successfully our lead nurturing campaigns. He is a very good Project Manager and he has really great expertise in anything related to Eloqua or marketing automation for that matter.

For anyone that is interested in working with him on marketing automation, I definitely recommend his skills!

- Robert Nechifor, Marketing Automation, Hewlett Packard Enterprise



Ryan was a referral from a well-respected colleague and I am so glad that he decided to join the SmartBear Marketing Team. From the minute he started, Ryan worked on a brand-new marketing program to provide a video library for the flagship SmartBear product, Test Complete. This training library was designed in conjunction with our fabulous partner, Falafel Software, and Ryan's consistent efforts led to 100 brand-new videos, a certification exam, and a program that knocks the socks off anything else out there. Ryan researched, wrote, created, developed, posted, and did everything possible to make it a success. A long time in the making, Ryan was able to cross the finish line with this massive undertaking, delivering revenue and success to the company.

- Jeanne Hopkins, Senior Vice President and CMO, Continuum



Ryan is a strategic, well-rounded and thoughtful marketer, and I am very happy to have worked with him. Ryan's focus was on demand generation, with a strategic approach. He worked closely with the developers to understand our customers, and I found he was very good at translating our goals into marketing objectives. I am happy to recommend him.

- Jesse Liberty, Senior Consultant, Wintellect



Ryan is a great asset for any marketing team. He's the type of guy you can put on any task and he'll knock it out of the park. A true marketing generalist. He has a GREAT eye for designing effective landing pages and corresponding CTA graphics. His knowledge of social media management is far superior to anyone I've met. He took on every task at SmartBear with enthusiasm and professionalism. It was a pleasure to work with Ryan.

- Adam Barker, Founder, Spectacle Marketing