The page features a decorative background with large geometric shapes. A light blue triangle is in the top-left corner. A dark blue triangle is in the top-right corner. A dark blue triangle is in the bottom-left corner. A light blue triangle is in the bottom-right corner. A white diagonal line runs from the top-left to the bottom-right, separating the light blue and dark blue areas.

Case Study
Establish Data
Attribution Modelling
and Nurture for
Kickboard

PROFILE



NAME : Ryan Axford
EMAIL : raxford@nurturelabs.io
Founder, Nurturelabs

Ryan is the founder and Principal Automation and Optimization Consultant at Nurturelabs. 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.

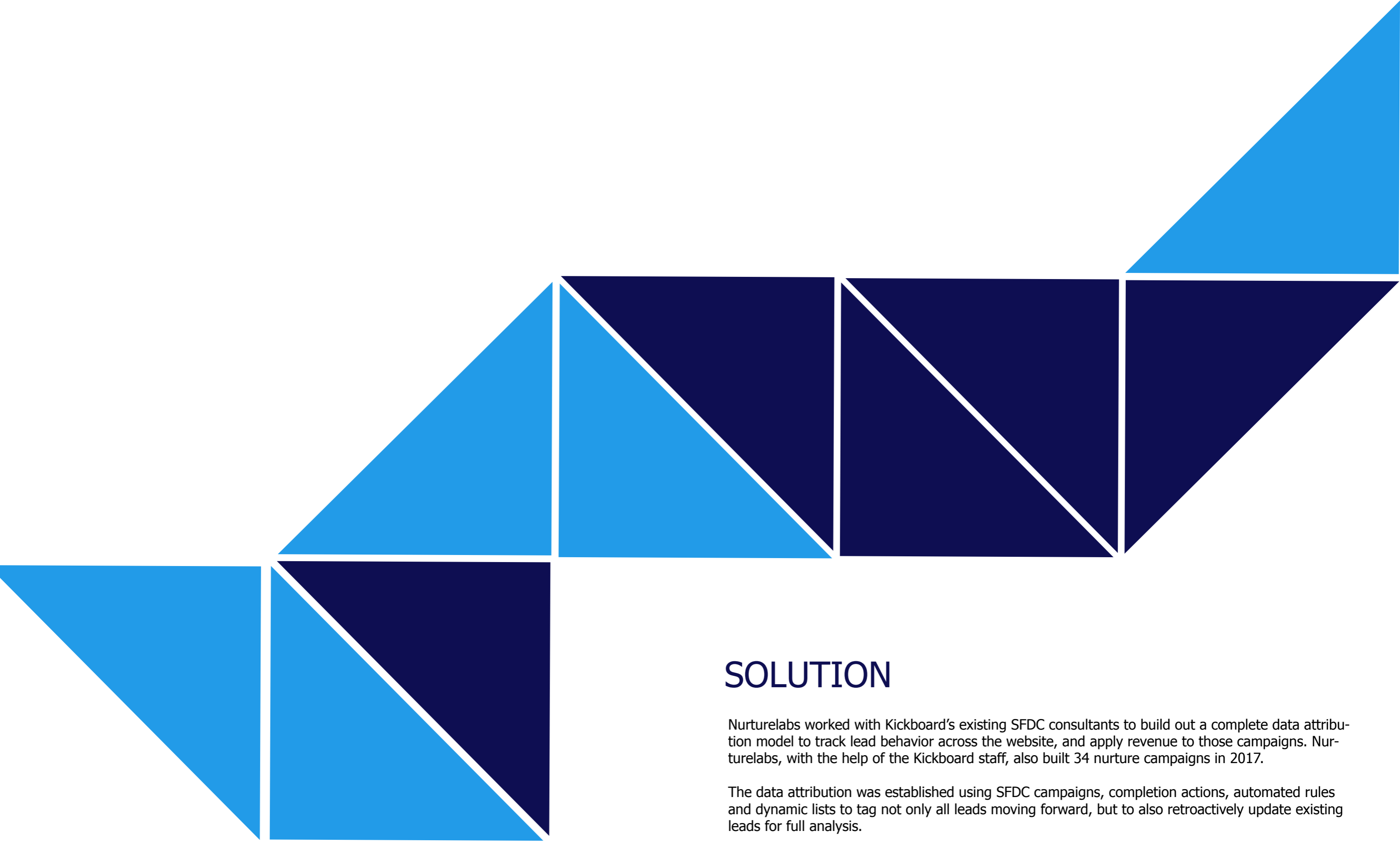
MARTECH



PROBLEM

Kickboard turned to Nurturelabs in the beginning of 2017, perplexed seeing very little data pass from Pardot into SFDC for new leads. Ryan came in to find that they were in need of a strong data attribution model to capture data not only for incoming leads on their first touchpoint and source, but also their activity as a lead, and then transferring that data to Contact and Opp.

Kickboard was also in short supply of email nurture, having only one nurture running in Pardot for all leads.



SOLUTION

Nurturelabs worked with Kickboard's existing SFDC consultants to build out a complete data attribution model to track lead behavior across the website, and apply revenue to those campaigns. Nurturelabs, with the help of the Kickboard staff, also built 34 nurture campaigns in 2017.

The data attribution was established using SFDC campaigns, completion actions, automated rules and dynamic lists to tag not only all leads moving forward, but to also retroactively update existing leads for full analysis.

In an effort to improve nurture, TOFU, MOFU and BOFU campaigns were all built by utilizing strategic lead scoring analysis completed by Nurturelabs.

RESULT

Clocking in nearly 1,000 hours in 2017, this led to over two million emails sent, 117% increase in Net New Business, 50% increase in Renewal Business, and 100% of the company's revenue's first touch was accounted for, whereas in 2016, it was only 28%.

Marketing's revenue contribution has increased by 61%, and their Customer Acquisition Cost was lowered by 62%.

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, HPE Software



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