Case Study

# Establish Data Attirbution Modelling and Nurture for Kickboard

Kickboard turned to Nurturelabs in the beginning of 2017, per-plexed seeing very little data pass from Pardot into SFDC for new leads. We 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.
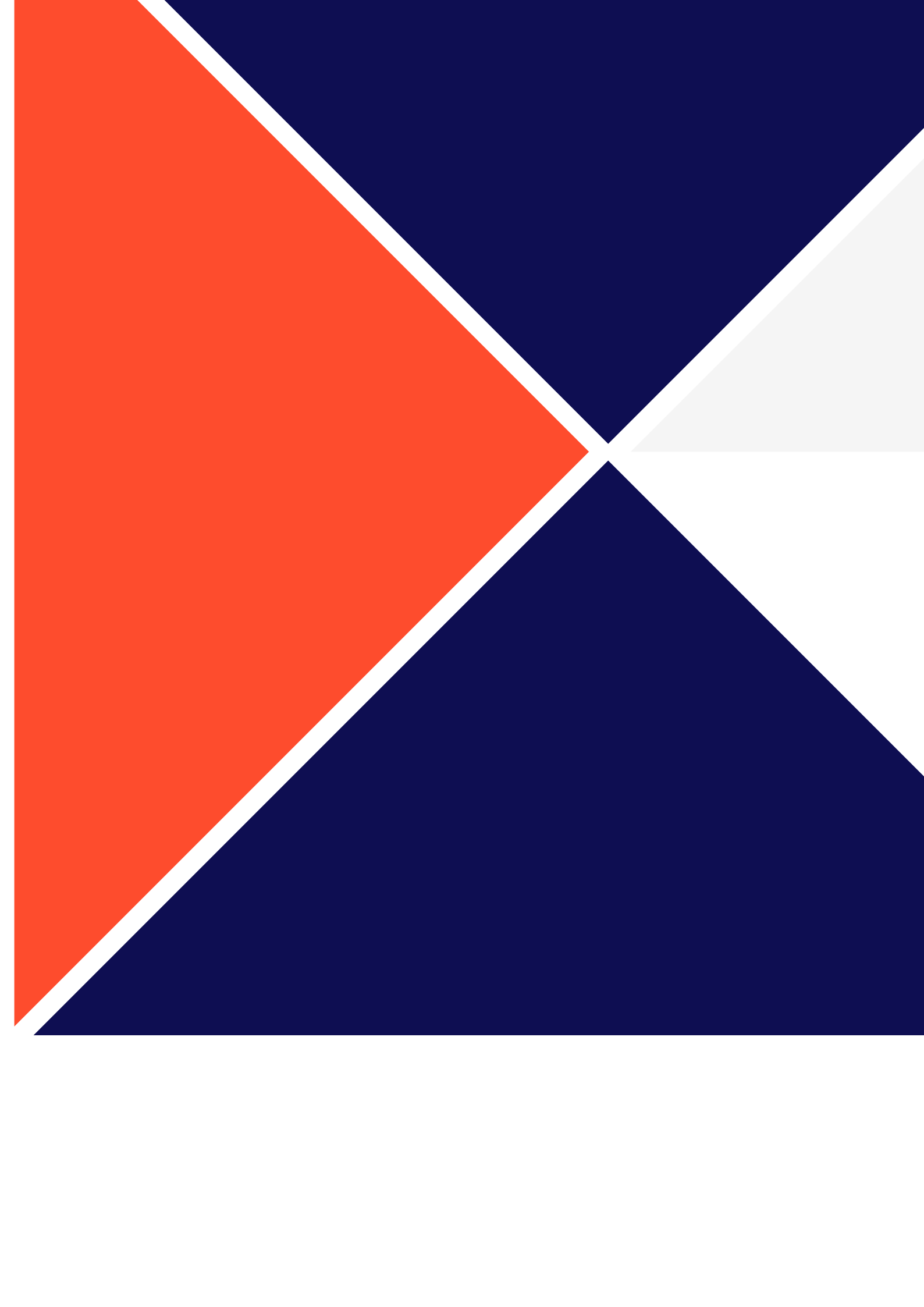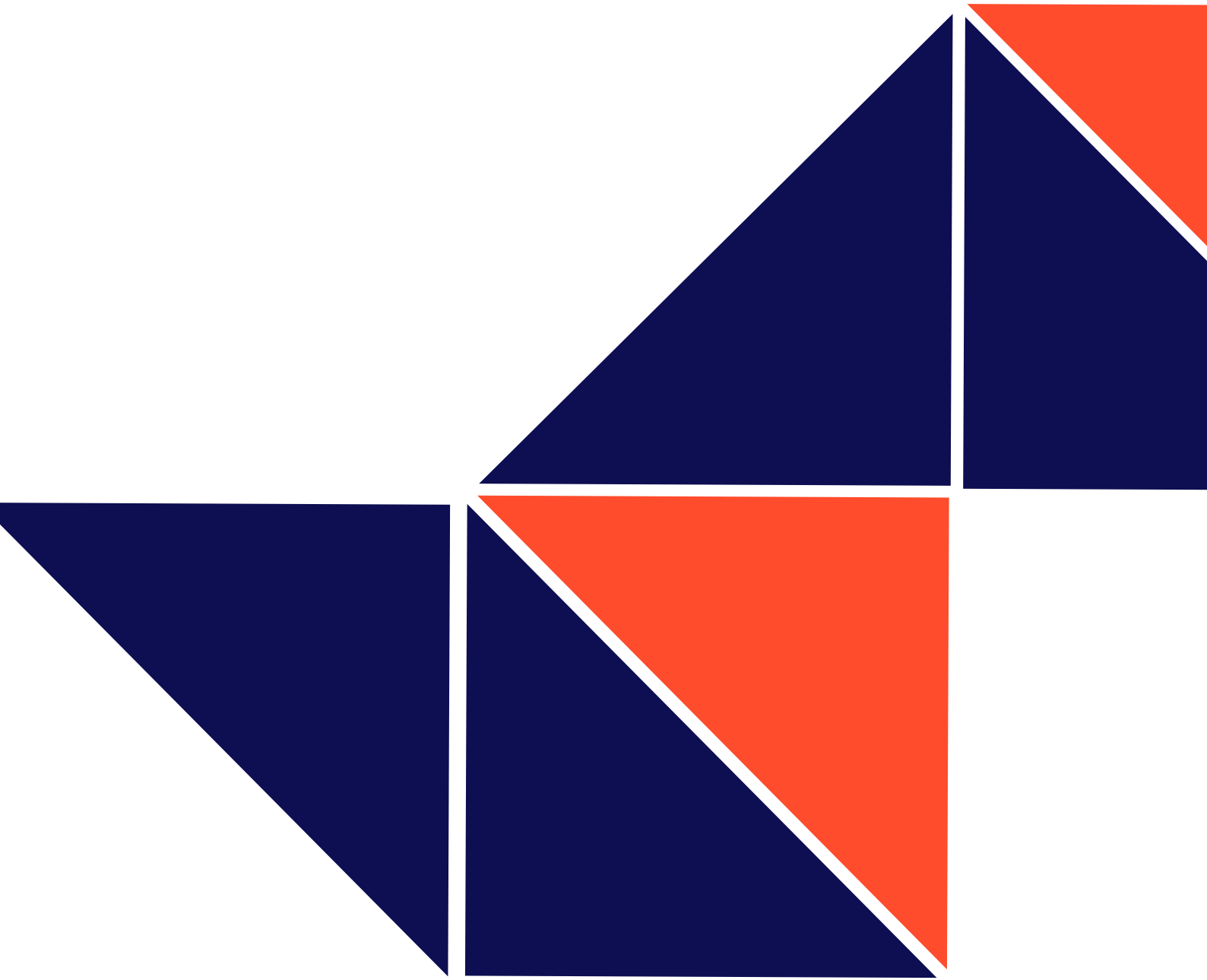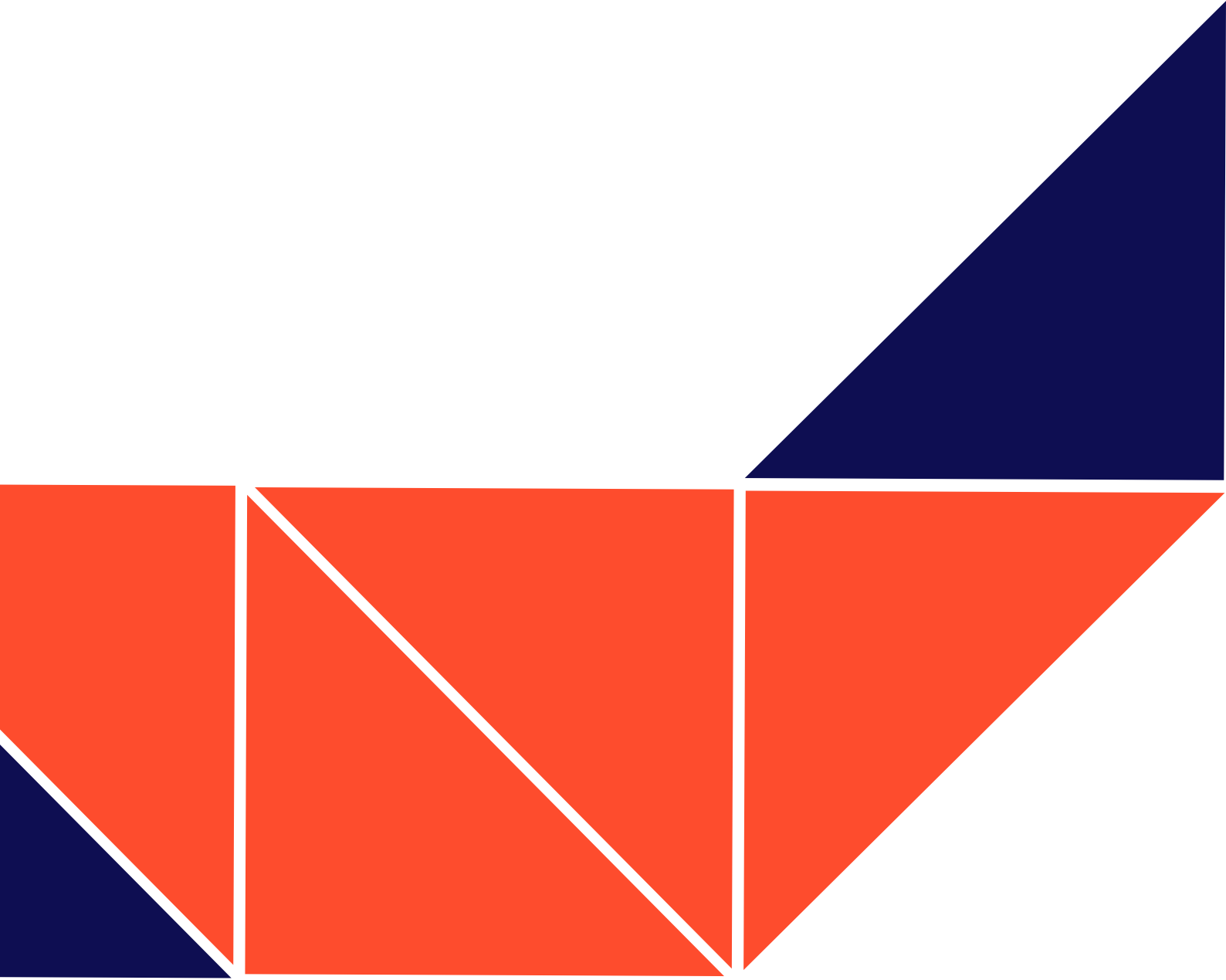
Nurturelabs worked with Kickboard's existing SFDC consultants to build out a complete data attribution model to track lead behavior across the website, and apply revenue to those campaigns. Nurturelabs, with the help of the Kickboard staff, also built 34 nurture campaigns in 2017.

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.

Clocking in nearly 1,000 hours in 2017, this lead 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, where as in 2016, it was only 28%.

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

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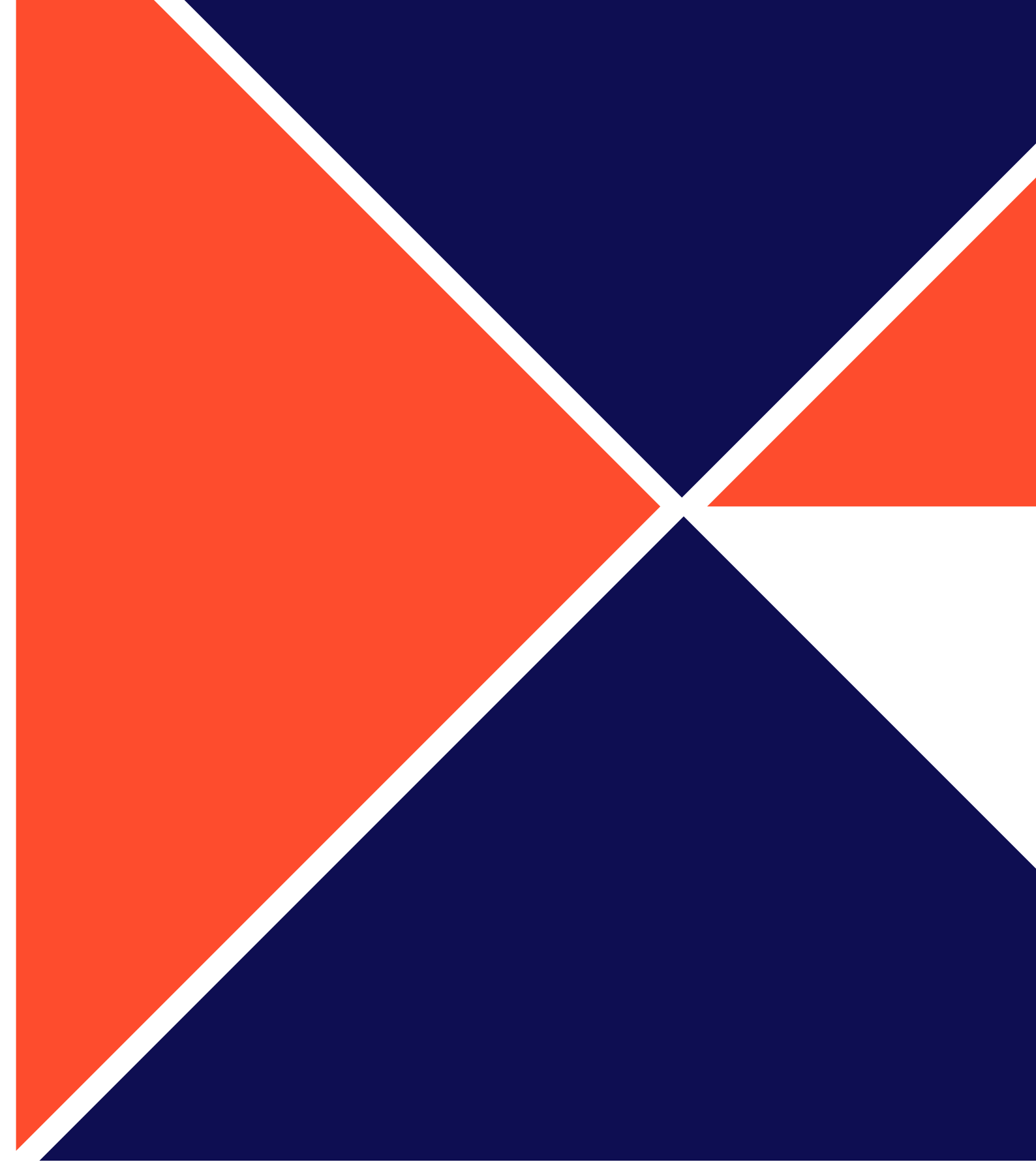
I would like to thank the team for everything they have done in helping us deploy successfully our lead nurturing campaigns. The team has really great expertise in anything related to Eloqua or marketing automation for that matter. For anyone that is interested in working with them on marketing automation, I definitely recommend their skills!

- Robert Nechifor, Marketing Automation, HPE Software

Nurturelabs is a profoundly special addition to our core team. Their attention to detail and careful execution of campaigns has made them the go-to vendor for us. Ryan and his team are frequently trusted with our most complex programs, and all have been delivered on time and flawlessly. Their role was crucial in a major migration between Marketo and Eloqua, and the frameworks they established are still being used today to run our instance. Stop looking, and hire them.

Vincent Cevalte
Director of Client Services, Medtronic

Nurturelabs is a strategic, well-rounded and thoughtful marketer, and I am very happy to have worked with them. Nurturelabs'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

The Nurturelabs crew are a great augmentation for any marketing team. Any task you put them on, they will knock it out of the park.They have a GREAT eye for designing effective landing pages and corresponding CTA graphics. Their knowledge of email marketing is far superior to anyone I've met. It has been a pleasure working with Nurturelabs.

- Adam Barker, Founder, Spectacle Marketing