Customer Case Study:
Datavail Tracks Marketing & Sales Metrics That Matter

MEET DATAVAIL

datAvail
DATABASE SERVICES

Datavail is North America's largest pure play remote database management services firm, with more than 300 client companies and 500 employees. The Colorado-based company has quadrupled in size over the last four years, and has been named to the Inc. 5000 Fastest Growing Private Companies list four years in a row.

THE CHALLENGE

The fast-growing company had implemented Salesforce.com (CRM), Pardot (Marketing Automation), and Kapost (Content Management).

In addition to having these automation tools in place, Datavail's marketing team wanted an automated solution to:

- Track the "metrics that matter" to the company

- Have a clear line of sight into closed deals

- Reduce or eliminate the time spent manually manipulating data in spreadsheets

- Monitor marketing's performance against revenue goals in real time

Datavail's Chief Marketing Officer Robin Caputo said, "Marketing has a number on its back. We are responsible for delivering leads that represent 60-75% of the closed business in our company. If you have a number on your back, you need to know not only what to track, but also how to monitor performance through the funnel to closed deals."

THE SOLUTION

FunnelWise automated the Datavail marketing team's ability to track their specific metrics without heavy reliance on spreadsheets. With their marketing and sales data connected to FunnelWise, Datavail capitalizes on the sub-funnel functionality, enabling their analysis of marketing program performance to make informed decisions on not only marketing investments, but also in response to ad-hoc program requests. The team also uses FunnelWise to compare marketing programs by vendor to identify the best performing ones, optimizing the marketing budget.

THE RESULT

FunnelWise has automated a significant part of the reporting that once consumed most of the marketing team's time, and the time required to create monthly reports has been cut in half. Rather than manipulating data to compile results that quickly become outdated, Datavail can spend more time on data-backed recommendations.

> **"The clear line of sight FunnelWise provides helps us identify which marketing activities are the best use of our time and money. In the past year, we have increased our live event participation and number of executed campaigns by 50%,"** says Caputo.

Rather than manipulating data to compile results that quickly become outdated, Datavail's small marketing team can spend more time on data-backed recommendations and other activities. This has included doubling the number of campaigns executed and live events attended, and taking on management of the inside sales team.

Datavail now spends 50% less time creating monthly reports.