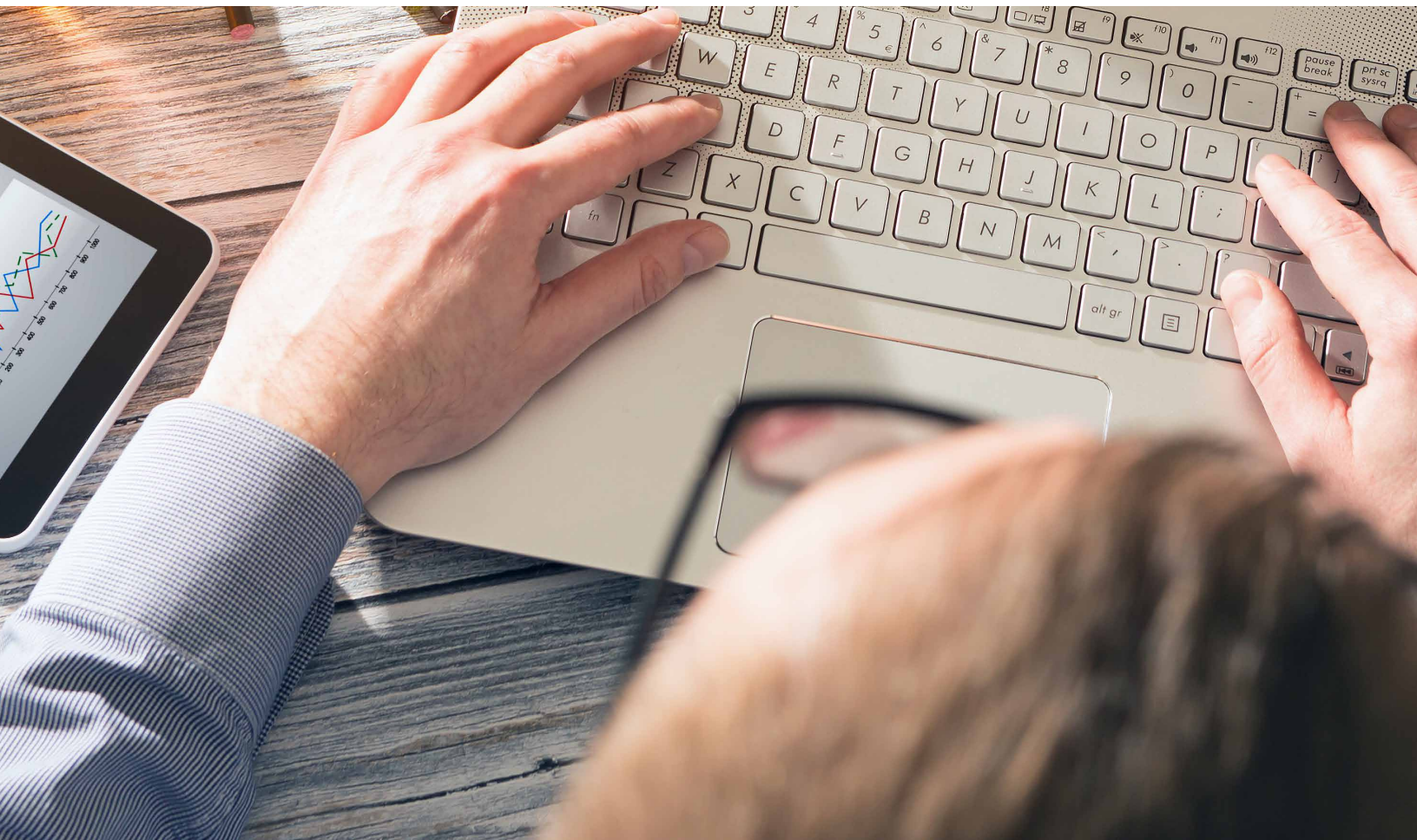




# STREAMLINED TECHNOLOGY INCREASES SALES AND MARKETING ROI

Software Company Engages  
Technology Practice To Improve  
Campaign Visibility And Grow Pipeline



# Revinate

## 1. Revinate Pain Points

Revinate is a rapidly growing SaaS startup based in Silicon Valley that is changing the hospitality industry. Revinate designs and develops technology to improve the guest experience at hotels worldwide.

Hospitality, like many industries, has an inherently complex data structure with many parties involved (management companies, ownership groups, brands, independents, etc.).

Like many companies, Revinate uses Marketo and Salesforce (SFDC), as well as many other customized tools that are all integrated.

Revinate software engineers built many of the customized tools, and they needed assistance to get to the next level. **They had the engines, but needed to re-architect the body to make the engines more efficient and effective in driving the results needed from their many integrated tools.**



*“The team came in and helped us completely rebuild our demand marketing strategy from the ground up. It was easy to work with the team given their depth of knowledge and experience. Nothing fazes them.”*

*- Kenny Lee, VP of Marketing*



### Revinate wanted to:

- Increase the number of campaigns globally while reducing errors
- Understand regional performance by channel
- Understand what touch was most effective and how many touches until the engagement occurred
- Identify marketing's contribution to pipeline and closed-won business
- Know how long marketing-qualified leads (MQLs) and sales-qualified leads (SQLs) were taking to convert, and be able to answer the business questions if there were issues (where in the funnel, what region, etc.)
- Create a better lead scoring and lead management process aligned to sales expectations
- Refer to executive management dashboards and reports on marketing performance
- Help define service-level agreements (SLAs) and lead stages between sales and marketing
- Optimize the app to account connector

## 2. How We Helped

The Square 2 Marketing (formerly BlueBird Strategies) team started with a four-day on-site visit to audit and evaluate Revinate's extremely complex and highly customized systems and tools. The team did a detailed analysis of problematic fields used by a number of parent and child fields. Once the analysis was complete, the team cleaned up Marketo and SFDC. The team built out a new, scalable lead management process, followed by a modern lead scoring model to support and implement the process within the tools. Once the systems were cleaned up, worked effectively together and the lead process was put in place, the Square 2 Marketing team started building out the dashboards and reports necessary for the executive team.

*"We can see each channel, in each region and with all this data we can make better business decisions in each region."*

*- Kenny Lee, VP of Marketing*



### 3. Results, Return On Investment And Future Plans

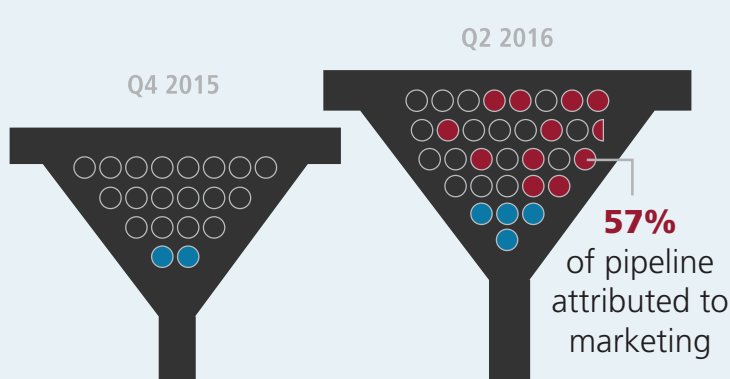
Revinata reaped a high return on its sales and marketing investment.

The investment Revinata made to enhance its systems not only increased the company's bottom line, but also helped with gaining other efficiencies. These benefits included:

- Significantly improved operational efficiency between marketing and sales
- Centralized digital demand operations, marketing processes and communication, which reduced errors by 90%
- Coordinated and sustained attention to data governance
- A more sophisticated and scalable lead engine that increased MQL quality and tripled MQL volume
- Date-driven insights for an unprecedented view of the entire funnel, earning marketing a larger role at the revenue table
- More cross-pollination with other departments to drive business initiatives

*"In the past, we had a number of campaigns with error margins. Now we're a well-oiled machine. We can run more complex campaigns globally now than ever before.*

*- Matt Dilworth, Director, Demand Gen & Marketing Operations*



Revinata's funnel performance rate continues to grow, going from **10%** in Q4 2015 to **13%** in Q2 2016. Marketing's contribution to the pipeline was **57%** in Q2 2016.

Revinata has a better understanding of what channels contribute to its campaigns performing more effectively — **email consistently contributes more than \$30,000 in attribution month over month.** Campaign engagement by region is now available, and new reports make it easy to digest information and execute improvements.







## About Revinate

Revinate is a rapidly growing SaaS startup in Silicon Valley changing the hospitality industry. Revinate designs and develops technology to improve the guest experience at hotels worldwide. Our culture is focused on generating bold ideas and having the bravery to pursue them.

Revinate helps hotels know more about their guests so they can deliver personalized experiences that create valuable relationships and lifelong customers. Revinate is well-funded by leading investment firms Benchmark Capital, Tenaya Capital, Northgate Capital, Industry Ventures, Formation 8 and Tao Capital. The company is headquartered in San Francisco, with offices in New York, Amsterdam, Singapore, Dubai and San José, Costa Rica. Revinate counts over 30,000 of the world's leading hotels as customers. To learn more, please visit [www.revinate.com](http://www.revinate.com) or email [info@revinate.com](mailto:info@revinate.com).



## About Square 2 Marketing

Square 2 Marketing is a full-service inbound marketing, inbound sales and revenue acceleration agency designed to do one thing: help our clients hit their revenue goals. We have three practice areas that work with clients to support their sales and marketing goals.

The Technology Practice helps marketing departments with the selection, deployment and integration of marketing automation, CRM and sales acceleration tools. This practice configures tools to support lead management processes, implements marketing campaigns and provides analytics on campaign effectiveness.

The Campaign Practice helps marketing executives establish a demand generation, content and campaign strategy; define buyer personas; and fill gaps within their company's current marketing or sales operations. This practice supports lead nurturing, website build, customer advocacy, content development and many other tactical programs.

The Inbound Practice is for companies that want us to handle full "click-to-close" planning, building and optimizing the inbound tactics required to push them beyond their revenue goals.

For more information on Square 2 Marketing, visit [www.square2marketing.com](http://www.square2marketing.com).