

Customer: BlueJeans Network

Solution: Campaign attribution and funnel metrics from Full Circle Response Management enable BlueJeans to trace its sources of revenue.

Industry: High Tech

URL: bluejeans.com

Company Background:

BlueJeans is a leading provider of interoperable video communication. Thousands of global companies use BlueJeans every day for meetings, events, and on social networks across any location or device including mobile, desktop, and room systems. BlueJeans offers web conferencing technologies for a modern workforce.

CASE STUDY

BlueJeans Network Gives Credit Where Credit Is Due

A Video Communications Company Settles An Attribution Argument

“In the past, everybody would literally create their own sheet saying, ‘Here’s my opportunity that is sourced.’ That was a hot debate, so in the end we used information from Full Circle Insights.”

Abdallah Al-Hakim
Business Operations Manager, Systems & Infrastructure
BlueJeans Network

Seeking One Clear Answer

Imagine you’re a sophisticated software marketer with a million dollars to spend on a campaign. Where and how do you invest it? It’s a question that companies have been asking for years - and as Abdallah Al-Hakim knows, it’s not as simple as it seems.

Abdallah is the Business Operations Manager for Systems & Infrastructure at BlueJeans Network, a video conferencing company that boasts clients like Facebook, Intuit, RedHat, and Viacom. He supports and integrates key third-party systems like Marketo and Salesforce. In other words, he helps build, maintain, and optimize his company’s revenue pipeline.

“The more you talk to people in the industry, you’ll find out that as fancy as we have gotten, few people can actually tell you the return on campaigns,” he says. “It’s a hard question to answer. With Full Circle, you can usually answer it in one clear way.”

BlueJeans purchased Full Circle Insights shortly before Abdallah joined the company. Abdallah knew the solution from a previous job, and he was the first person at BlueJeans to fully implement it. “I was very happy that they had it in place already,” he says. “If they had asked me who we should use for attribution, I would have said ‘We should go with Full Circle.’”

Full Circle Insights’ biggest selling point, says Abdallah, is that it’s “the cleanest way to look at your funnel in Salesforce.” He says it’s easy to see “here are the campaigns that are working, here’s how many leads they generate, here’s how many became an MQL, here’s how many have been closed, won, and lost.”

The Hot Debate: Channel vs. Direct Sales

Abdallah applied Full Circle Insights to a major company sales dispute. BlueJeans sells its product both directly (through its sales and marketing teams) and through channel partners like AT&T. “Almost every quarter,” says Abdallah, “there was an argument between channel and direct: who’s really responsible for the opportunity?”

The question has financial implications: channel partners charge a commission on the business they bring in. Thus, over-attributing opportunities to a channel is costly. On the other hand, under-attributing could lead BlueJeans to discount a channel's true role in growing its business.

Data discrepancies bred internal disagreement, as "everybody would literally create their own sheet saying, 'Here's my opportunity that is sourced.'"

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Finding the Source of Truth

When BlueJeans found that a Salesforce flow was inaccurately attributing the source of some opportunities, it used Full Circle Insights to make adjustments.

The change allowed team members to work in the same reality. "We had everybody agree that after these fixes, if the opportunity says sourced by channel, by marketing, or by sales, that's what we're going with. One field in the opportunity being populated by Full Circle Insights became our source of truth."

BlueJeans initially reassigned attribution for about 800 opportunities from the previous year. Nearly a year after the fix, Abdallah reports that his company has more clarity. "We still have edge cases," he notes, "but usually it's pretty clear when you look at Full Circle."

An Essential Part of the Infrastructure

When Abdallah evaluates Full Circle Insights itself, he sees a critical piece of his company's operation. "It's an infrastructure tool," he says. "To me, that means it's pretty essential."

Full Circle Insights answers important attribution questions. Without it, the company would have to look elsewhere for answers.

"It's the same argument you can have with Marketo and Salesforce," he says. "It's an infrastructure piece that you need to operate your business. If you don't have it, you can do it some other ways, but you're still going to have to invest the time there."

"I have friends working at companies that are trying to build their own attribution model similar to what Full Circle is doing. When I asked about, 'Is this doable?,' they tell me, 'It's doable up to a point, but after that it's just not doable.'"

"These companies are so early stage that they don't have the money to invest yet, but I imagine that once they grow enough, they'll think, 'Okay, we should invest in something that could help us with attribution.'"

One Simple Report

Looking ahead to the future, Abdallah is confident that Full Circle Insights will remain an important part of BlueJeans operations.

"I've talked to other vendors who claim to do the same thing, but no one is really built as well as Full Circle inside of our instance of Salesforce," he says.

"The question is very simple. We ran a campaign - how many leads became an MQL from the campaign? How many of them have converted into opportunities? With Full Circle, we can answer it in one simple report."

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