



### Track 3: Sales & Marketing Analytics at Work (Case Studies)

#### Thursday

##### Breakout 1: Discovering (and Accelerating) the Path to Growth through Data

(11:30-12:00)

- **Abstract:** The challenge for a high-growth company with a 49% compound annual growth rate over the last 5 years is figuring out how to not only maintain, but accelerate that trajectory. When growth had slowed throughout the organization, DeAnn Poe and the team at DiscoverOrg lacked the actionable insight necessary to identify areas in need of improvement or more investment to redirect the organization up and to the right. After deploying Full Circle, DiscoverOrg could quickly identify under-performing campaigns, delays within the sales cycle, and confidently identify the demand gen channels bringing in the most pipeline and revenue.
- **Speaker:** DeAnn Poe is the Vice President of Demand Generation at DiscoverOrg

##### Breakout 2: Aligning Sales Development and Marketing for Success (1:35-2:05)

- **Abstract:** "Where do our leads come from and where are they now?" When you have three categories of lead sources (and three potential lead funnels), answering these questions requires processes and technology to ensure full visibility. Hear Lisa Martin of Zipongo elaborate on the challenges of tracking leads, how she enabled performance visibility, and aligned with marketing to guide demand generation, campaigns, and content creation.
- **Speaker:** Lisa Martin, Director of Sales Development at Zipongo

##### Breakout 3: PTC's Performance Transformation: Created by Marketing, Loved by Sales

(2:10-2:40)

- **Abstract:** How do you transform an organization whose analytics team services 400 marketing stakeholders and thousands more in sales worldwide? And how does this company shift to drive visibility into its performance from data and technology? Hear from PTC, a \$6BN+ global technology provider, and its story of organizational transformation creating real performance visibility, and driving revenue growth that made sales fall in love with marketing.
- **Speakers:** Mariana Cogan, VP, Marketing Operations & Saima Rashid, Manager, Marketing Analytics at PTC

#### **Breakout 4: How a Metrics-Driven Martech Company Scaled Marketing (3:10-3:40)**

- **Abstract:** With ambitious growth goals LookBookHQ needed a robust lead lifecycle process with clearly defined funnel stages to easily report on the conversion rate and velocity of various subsets of their marketing database. Put simply, do those who actually consume content (and lots of it!) move through the funnel more quickly and efficiently than the baseline? Join this session to learn how LookBookHQ gained insight on that and much more.
- **Speaker:** Chris Vandermarel, Sr. Demand Generation & Adel Ratansi, Revenue Operations Manager, at LookBookHQ

#### **Breakout 5: Reporting on Steroids: Tap into the Power of Full Circle Insights (3:45-4:15)**

- **Abstract:** Is your organization finding its way through the SFDC reporting underworld in order to establish, measure and track how well your marketing and sales organization is really performing? See how K2 built a best-in-class marketing stack with Full Circle Insights as one of its core building blocks in just over a year. Learn how the organization has moved away from the maze of SFDC reporting silos to using FCI methodologies and embracing the powerful visual reporting of Microsoft Power BI. See how you can easily adapt this same strategy easily in your own organization and put data more quickly and easily into the hands of all your stakeholders.
- **Speaker:** Jack Johnson, Sr. Director, Global Marketing Ops, at K2

## **Friday**

#### **Breakout 6: Flash Your Dash: Part 1 (9:40-10:10)**

- **Abstract:** You've arrived at a multi-touch model that works for your organization. Now what? What does attribution data really tell you about all your touchpoints and their revenue contribution? How do you probe beyond the basics to truly understand what channels to invest more (or less) into? Join us as we use Campaign Attribution data to finally test your burning marketing hypotheses and optimize your campaign mix.
- **Speaker:** Full Circle Customers

#### **Breakout 7: Flash Your Dash: Part 2 (10:15-10:45)**

- **Abstract:** This is a continuation of Part 1