



case study

Lead Lifecycle Visibility Accelerates Sales
Volume and Velocity for A10 Networks





A10 Networks (NYSE: ATEN) is a leader in application networking and security, providing a range of high-performance application networking solutions that help organizations ensure that their data center applications and networks remain highly available, accelerated and secure. Founded in 2004, A10 Networks is based in San Jose, California, and serves customers globally with offices worldwide.

A10 Networks is a technology pioneer, delivering a new generation of application networking technologies to thousands of customers around the globe. Its cloud-ready platform is used by a diverse range of customer segments from enterprises and service providers to web infrastructure and government organizations.

To continue its growth trajectory, the company identified two opportunities for marketing automation improvements. The first was to improve consistency across regional marketing teams, and the second was to scale its activities across all segments and channels.

our impact

- ✓ **transformed marketing approach with new lead lifecycle model**
- ✓ **accelerated sales velocity by more than 50% with operational improvements**
- ✓ **increased marketing ROI with data-driven decisions**
- ✓ **established visibility into marketing and sales funnels**

the challenge - - - - - ➔ engaging with a partner

Graham Aristide, Marketing Operations Manager at A10 Networks, describes the situation: “With a global field marketing team, it can be a challenge to **keep everyone on the same page**. We wanted all of our teams to be able to take advantage of the resources that we had in place in North America.”

Building consistency among global marketing teams also required that A10 Networks deploy a platform to **grow and scale its marketing programs**. Effective scaling demanded **better visibility** into its extensive database of qualified targets and more **granular lead reporting**.

Aristide continued, “We wanted a more centralized yet global approach so we could track and measure our programs and make smart investment decisions. With our initial Marketo implementation, we could view programs on an individual level but we did not have a **holistic view of our database** on a stage-by-stage basis across our lead lifecycle and marketing funnel.”



DIGITAL PI TEAM

The engagement with Digital Pi ranged from **tactical program execution** and campaign tracking by channel and status to more **strategic database analysis** and lead lifecycle modeling. A10 Networks adopted the **Digital Pi Gold Standard Marketo Implementation**, which brings the expertise and best practices of Digital Pi into a framework that includes database structuring and an end-to-end process to establish lead scoring and lead velocity, among other marketing automation best practices.

the solution

In particular, the Digital Pi **analysis of lead flow** was important for A10 Networks. Remarks Aristide, “By building our model with Digital Pi, we can now **efficiently track** our **lead volume** and **velocity**. We can tell how many leads are coming into the database and how many days they are in a stage.”

With **deeper insights** into its database, A10 Networks was able to grow its base and at the same time focus its marketing efforts. This was a critical aspect of this project for A10 Networks, according to Aristide, “We knew we wanted to expand our audience, and Digital Pi helped us to move from a mass market approach to one that was more targeted and effective. The **forward-thinking insights** and **recommendations** from Digital Pi helped keep us in line with the path we set as an organization.”

“Digital Pi helped us on both an execution level and on a strategic level. They worked to set our foundation and establish fundamentals.

We couldn't have done it without them.”

Graham Aristide,
Marketing Operations
Manager at A10 Networks

the results — — — — — ➔ positive impacts

The collaboration with Digital Pi set the foundation for A10 Networks to **transform** its marketing approach, **accelerate** sales velocity and **improve** visibility across the marketing and sales pipeline.

With this greater insight, the company was better able to align its marketing automation and demand generation processes with the strategic growth of the business.



TRANSFORMED MARKETING APPROACH WITH NEW LEAD LIFECYCLE MODEL

With a process that structured data with tagging, scoring and statuses, Digital Pi worked with A10 Networks to develop a comprehensive lead lifecycle engine. In parallel, Digital Pi defined and executed campaigns on both tactical and strategic levels based on specific metrics and objectives. Aristide explains, "Digital Pi set the foundation for us to measure what defines success of a program, and it developed the data points we needed to get a better look at campaign and program performance."



INCREASED MARKETING ROI WITH DATA-DRIVEN DECISIONS

With insights into the effectiveness of demand generation efforts, A10 Networks now knows where to place its marketing dollars for greatest impact. According to Aristide, "We can see where we want to improve and identify trends in program performance. We are now able to make decisions about where to reinvest based on these results."



ACCELERATED SALES VELOCITY WITH OPERATIONAL IMPROVEMENTS

Moving more leads faster through the sales cycle was a key result of the Digital Pi engagement. With a focus and attention on the operational aspect of each stage from notification to sales alignment, A10 Networks accelerated both the volume and velocity of sales leads. "Digital Pi helped us with our follow process to move leads faster from a marketing qualified to a sales qualified lead. We noticed a 50% decrease in the number of days for follow up. Through the work of Digital Pi, we really moved the needle."



ESTABLISHED VISIBILITY INTO MARKETING FUNNEL AND SALES FUNNEL

For A10 Networks, the new lead lifecycle engine helped the demand generation team to quickly identify campaign issues. Aristide summarized, "Digital Pi helped us to optimize our efforts at each stage in the marketing funnel. With lead scoring, we can see the impact of specific programs on lead engagement and make smart improvements."

“Through the work of Digital Pi, we can see where we want to improve and identify trends in program performance. We are now able to make decisions about where to reinvest based on these results.”

– GRAHAM ARISTIDE
Marketing Operations Manager at A10 Networks

why digital pi?

Aristide identified Digital Pi via the Marketo partner ecosystem, **Marketo Launchpoint**. After interviewing many companies for its project, Aristide decided that the **references from Digital Pi clients** set the firm apart from the rest.

Aristide says, “With Digital Pi, we were able to **build a partnership** with good **two-way communication** versus simply working with a vendor on a service request level. Digital Pi helped us on both an **execution** level and on a **strategic** level. They worked to set our foundation and establish fundamentals. We couldn’t have done it without them.”



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