

CASE STUDY

Data-Driven Decisions with Hybrid-Centralized Campaign Management Fosters Growth and Engagement for Aerohive



About Aerohive Networks

Aerohive (NYSE: HIVE) enables its customers to simply and confidently connect to the information, applications, and insights they need to thrive. Aerohive’s simple, scalable, and secure platform delivers mobility without limitations. For its customers worldwide, every access point is a starting point. Founded in 2006, Aerohive is headquartered in Sunnyvale, CA.

Digital Pi Services Used

- Digital Pi Gold Standard Marketo Implementation
- Lead Lifecycle Development
- Salesforce.com Application Integration
- Sales Pipeline Analytics
- Data Structuring
- Campaign Management Design & Implementation

Impact/Results

- Established new lead lifecycle to measure multi-touch marketing influence
- Increased sales visibility of pipeline and improved sales forecasting
- Enhanced cross-team communications with new reporting and metrics
- Improved sales and marketing team effectiveness through data-driven decisions
- Optimized marketing campaigns with a centralized process for data consistency

CHALLENGE

Aerohive states in its mission that, *“We believe that every access point is a starting point.”* To this end, Aerohive delivers a simple, secure, and scalable mobility solution, the Connected Experience Platform, which enables organizations to leverage the power of mobility to increase productivity, engage customers, and grow their businesses. As Kyausha Lewis, Senior Manager, Marketing Operations and Digital Marketing, at Aerohive Networks states, *“Our business strategy is about connecting every touch point. Translating this strategy into marketing means making every channel an engagement channel and puts marketing automation at the center—where the data come together and where SEO, event leads, seminar attendees, newsletter subscribers, and support interactions meet. Marketing automation, for us, became the nexus.”*

The Aerohive Connected Experience has become a proven solution for a diverse set of customers in such fields as enterprise, education, retail, financial services, and healthcare. Yet with this broad range of industries, channels, and partners, Aerohive found that its ability to measure every interaction and engagement was limited. Remarks Lewis, *“Our goal was to make data-based decisions from every channel, from every piece of content. We also wanted to show our executive teams the share of voice from our buyers. At the time, our marketing automation provided only a limited set of information about the leads, with basic reporting at a raw level. We knew that we needed more data about our leads to make marketing automation a wheel for sales so that we could extract the information needed for sales to understand, and dialogue about what is being delivered and what is coming next.”*

SOLUTION

Before embarking on a new lead lifecycle process, Aerohive focused its attention with Digital Pi on an initial assessment of what inputs were required and what would be needed to make data-driven decisions. According to Lewis, *“I wanted to understand how to get past any bottlenecks and what would be required for the data-driven reporting to which sales can react.”*

The assessment for Aerohive was part of a comprehensive lead lifecycle evaluation that is included with a Digital Pi Gold Standard Marketo Implementation. Lewis recalls, *“From day one, I knew that Digital Pi would help me hit the ground running. They made sure that the foundation was set up right the first time so we could measure the business from the beginning and scale its growth. Their passion for implementing next-generation marketing solutions came through clearly so that we will not have to retrofit or press the reset button.”*

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– Kyausha Lewis
Senior Manager, Marketing
Operation and Digital Marketing,
Aerohive Networks

It was important to Aerohive that its new lead lifecycle tracked every step in the multi-touch process. Therefore, the team invested time to analyze and structure all of its inputs. With the hands-on expertise of Digital Pi, the team established the Aerohive Demand Center, which acts as an internal service bureau to manage campaign workflow and ensure data consistency across global programs. Lewis states, *“If you can’t make sense of the data, it tells you nothing. Digital Pi worked with everything - our web presence, our campaign management center, our infrastructure on the back end - to ensure that our processes for capturing leads from every touchpoint would deliver the information and detail that we needed to make data-driven decisions.”*

RESULTS/BUSINESS IMPACT

Working collaboratively with the team and applying industry best practices, Digital Pi set the foundation for Aerohive to evolve its marketing automation system. By developing a comprehensive lead lifecycle management process, more effective salesforce.com reporting, consistent campaign design, and integration with back-end systems, Aerohive was able to increase marketing and sales visibility into the buyer’s journey. The positive business impact for Aerohive includes:

- **Increased communication among sales leadership and the executive team** The information generated from the new business reporting helped Aerohive open lines of communication. *“There was new dialogue between the groups that wasn’t there before the work with Digital Pi. Now the executives, the CMO, the Director of Marketing, sales leaders, they all see the data—and the share of voice from our buyers. Digital Pi was instrumental with that groundwork.”*
- **Greater visibility into the sales pipeline** The lead lifecycle engine delivers a complete picture of a customer’s interaction with Aerohive across different touch points. *“The lead lifecycle reporting gave our sales teams a common language for a dialogue with marketing about what is being delivered as well as how many leads are marketing influenced, touched, and turned into sales opportunities.”*
- **Increased marketing and sales productivity with data-driven decisions** Armed with informative metrics, the Aerohive team is more collaborative and efficient. *“We can make intelligent decisions more quickly based on the reporting from the lifecycle of a lead.”*
- **Optimized global campaign management** Transitioning its campaign management center (Aerohive Demand Center) from a self-service model to a hybrid-centralized one allowed Aerohive to execute programs more quickly and successfully. *“Digital Pi helped project-manage our campaign workflow. They developed new templates, fixed existing data, and set it up so that we could run programs with better data quality and accurate segmentation. This gave our teams time to oversee more complex marketing programs. We got a lot accomplished.”*

About Digital Pi

Digital Pi helps companies deliver rapid, meaningful value from marketing automation. We believe that marketing automation is at the intersection of every facet of marketing from content strategy to messaging.

With our relentless focus on connecting revenue to pipeline, Digital Pi brings together marketing strategy, processes, data and applications to make marketing automation work for your business.

We know the technology and how to get to the business requirements, expertly linking marketing automation to other applications such as CRM, online advertising or even the customer's own cloud-based product, so our clients can understand online customer and prospect behavior.

The work of Digital Pi is specific to each customer. We practice the lost art of listening and asking the right questions to discern your needs, always keeping an eye on revenue and opportunities to apply best practices and standards to streamline your implementation.

When you depend on your marketing automation system, you can't afford to be without an expert who understands your system.

WHY DIGITAL PI?

For Aerohive, Digital Pi helped the company achieve its primary goal of making data-driven decisions from every channel, from every piece of content, and in turn to ensure that every channel is an opportunity for interconnection and engagement. Aerohive cites Digital Pi's collaborative approach as a key success factor. *"Digital Pi was more of a team member than a vendor. They were in the trenches together with us making it all work. They took the challenge, understood our vision, and helped us to build to that vision. Digital Pi makes sure that it is done right."*



VISIT US digitalpi.com

CALL US 408-805-3044

EMAIL US info@digitalpi.com

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