

# FireEye Drives Marketing ROI with Marketo Revenue Analytics

FireEye executes thousands of marketing campaigns each year, engaging hundreds of thousands of people around the globe. FireEye relies on Marketo as their marketing automation platform to execute campaigns and measure campaign performance. **By 2015, FireEye's reporting requirements had changed dramatically since first implementing Marketo.**

1. More people across a diverse set of business functions and roles wanted to leverage marketing metrics to drive business decisions
2. The marketing team and senior management wanted to track more detail and provide a richer set of marketing metrics to quantify marketing's impact on revenue
3. FireEye's business had changed significantly since their original Marketo Revenue Cycle Model was created, so they decided to create a new Revenue Cycle Model that better reflected their current customer journey map

**the solution** The FireEye and Digital Pi team analyze its Marketo channels and program structure, so that it would track first-touch and multi-touch attribution. "The process can get quite complex," stated Linlin. "But with Digital Pi's help we reverse-engineered actual deals in order to see the true pattern of attribution that we needed to move forward. Using better data, we were able to make better decisions."

## FireEye realized these benefits from the new reporting:

- ✓ Ability to visualize and address data quality and consistency
- ✓ Marketing and product teams were motivated and empowered to make better decisions based on deeper understanding of program performance metrics
- ✓ Marketing was able to enforce continuous process consistency and improvement

Next, FireEye deployed a lifecycle model to understand the flow of leads through the funnel. Anne Wang, FireEye's Manager of Marketing Analytics said, "before we put the lifecycle in place, we couldn't see how our leads flowed through the funnel, where they were getting stuck, or how long it took for people to move to each customer journey milestone."



"We already had solid baseline marketing reporting, but we wanted something more than just standard reports. The question we asked ourselves was this: **how do we put marketing analytics to work** so that stakeholders throughout our business will rely on them for marketing analysis and decision-making? Digital Pi helped us answer this question."

Linlin Li, Director of Marketing Operations at FireEye

## Digital Pi helped FireEye create a suite of lifecycle reports that produced the following benefits:

- ✓ FireEye can make better, faster decisions about marketing investments based on reliable, timely funnel analytics
- ✓ Cross-functional teams use a common reference for funnel performance metrics
- ✓ Marketing can focus marketing programs based on where people are in the funnel and measure the effectiveness of programs against goals

After using the new lifecycle functionality, FireEye presented its findings at the 2015 Marketo Summit, and was voted one of the most popular sessions.