insentric

CASE STUDY

How LLR Partners Confidently Measures Marketing Influence Across the Entire Customer Lifecycle

LLR Partners

LLR Partners is a private equity firm that invests in technology and healthcare businesses. Since launching in 1999, they've invested in more than 130 companies. In private equity, the "sales cycle" can be long, and it's important to maximize every opportunity to connect with and nurture potential portfolio companies at every stage of the pipeline.

Kristy DelMuto, Senior Director of Strategic Marketing, wanted to ensure that she and her team could optimize every touchpoint and confidently speak about marketing's impact and results to the firm's leadership.

PROBLEM

Kristy said, "My end goal is to be able to evaluate our entire pipeline and see how many deals were influenced by marketing at each stage, from initial contact to closed deals. For us, that requires a more flexible structure that understands our unique customer lifecycle."

Like many organizations, LLR found it challenging to show the link between engagement with its brand and content marketing and its later-stage deals. Reporting platforms that assumed cookie-cutter lead lifecycles didn't work to support LLR's business processes or the typical, multi-touch private equity customer journey. Without the convenience of an off-the-shelf solution, Kristy's team settled on a combination of Salesforce, Excel, and Tableau to track marketing engagement with the firm's leads and consolidate their most important KPIs. Still, they ran into multiple issues with workflows, easy-to-break attribution models, and a lack of automation in reports that made it harder to get from data to actionable insight. Kristy needed a better solution to give her confidence in her data and power her decision-making. She wanted something that would help reduce the burden of data upkeep that was currently on internal resources and external consultants, and she wanted a solution that wouldn't just provide data but would also help her confidently answer every marketing executive's top question: *"How do I track Marketing's influence against our company's goals and report on it?"*

The other solutions out there tend to be:

- **Fragile** – attribution models break easily if inputs don't match the model exactly
- **Burdensome** – many reporting platforms or home-grown or manual options require significant, dedicated resources to maintain
- **Overly rigid** – they impose their structure, strategy, and organization; Meaning the business has to change to fit the platform

> *Since onboarding the Insentric platform, I now feel **more equipped** to confidently answer the questions I have about our data across the customer lifecycle, which means **I can make more of an impact**, and I can tell everyone else about the good work our team is doing.*
>
> **Kristy DelMuto**
> VP of Strategic Marketing,
> LLR Partners

THE INSENTRIC SOLUTION

Kristy has one word for how she'd describe the Insentric solution: "flexible." Insentric allows her to work with her data and data structures. With less manual work, she's able to view data in a way that's most relevant to her team, leaving less room for misinterpretation and more confidence in her data-driven decisions.

She says that it's been a massive time-saver for her and her team, empowering them to see reports and dashboards that answer their top questions with actionable insights and with less maintenance than other solutions. Now, she and her team are empowered to report on their data their way and to see how much of an impact they are having on potential future investments.

There are *three* main aspects of the platform that customers like Kristy rely on.

① Intelligent Campaigns

Insentric unifies all of your data and provides end-to-end attribution across all of your campaigns, deal stages, and the entire customer journey. With Insentric, you can evaluate both your present performance and your future spending decisions. You can understand your department's velocity, when to message prospects, what channels and campaigns accelerate your key buyers, and more.

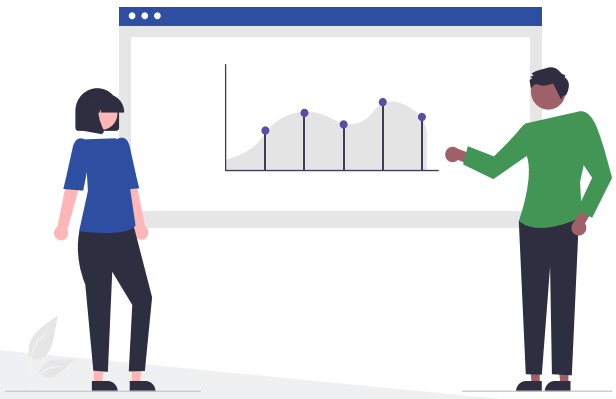
② Intelligent Repair

Like Kristy and her team, many organizations often question their data because their attribution models break at the slightest irregularity. That's why Insentric includes auto-tagging and self-healing tracking to populate and fix UTM tags. You can confidently make decisions knowing that your data is accurate.

③ Intelligent Buying Team

It's the age-old struggle: Marketing needs visibility into lead engagement, what's working, and where to invest next, from every point in the customer journey, including the sales cycle, but the sales team is too busy to include data entry on their to-do list. With Insentric, you can understand—*and give credit to*—the buying teams purchasing your goods and services, and get in-depth analysis when you go beyond an account namelessly showing up as "Closed Won."

Kristy best explains the impact of all of that: "Since onboarding the Insentric platform, I now feel more equipped to confidently answer the questions I have about our data across the customer lifecycle, report on marketing's influence, and make informed improvements to deliver an even greater impact for our brand."



MARKETING INTELLIGENCE: *SIMPLIFIED*

Insentric was built for customers like Kristy who want better insights into their data so that they can effectively allocate resources, create impactful campaigns, and articulate their results to internal stakeholders.

Designed for enterprises that use Adobe Marketo Engage and Salesforce Sales Cloud, Insentric works continuously in the background of your existing technologies and workflows to automate, orchestrate, and generate meaningful insights through end-to-end marketing attribution data.

***Ready to get started?* Get a demo today.**

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