

STOKE CASE STUDY

Pluralsight: Expanding its View and Insights on Leads



PLURALSIGHT

THE CHALLENGE:

Pluralsight wanted to tie marketing leads in their CRM to specific marketing campaigns and online activity. However, attempting to make the connection between contacts in their Salesforce CRM and web visitors tracked in Adobe Analytics left the team frustrated.

Pluralsight needed an easy way to stitch the data between Salesforce and Adobe Analytics and resolve the customer identities. If they could do this, then they would have more timely information on how marketing campaigns were influencing sales, and what content leads were interacting with and how influential that content was.

“We needed to tie conversions back to our original marketing campaigns and activities,” explains Rick Tolman, vice president of global demand generation at Pluralsight. “When we can do that, we can do more of what works and be more efficient and effective in our customer experience delivery.”

Facilitating this type of data connection between CRM and web analytics typically requires time-intensive manual steps and configurations. It’s a consultative process that can drag on for many months — and even once accomplished, may limit the lead statuses and conversions that are tracked, and the number of CRMs that can be connected. Pluralsight needed a solution.

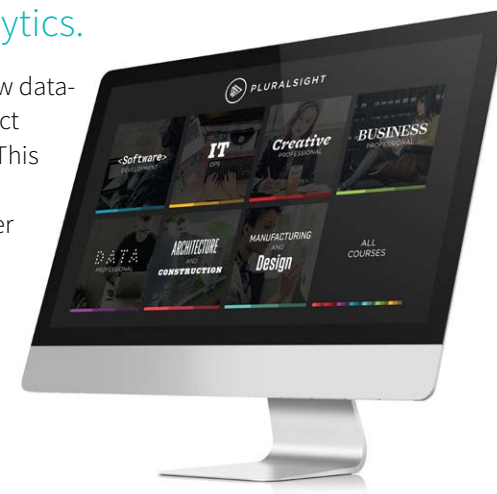
THE SOLUTION:

Use the Adobe Analytics + Salesforce Integration from Stoke to connect contacts in Salesforce CRM with their online behavior in Adobe Analytics.

Pluralsight worked with Stoke to use their new data-stitching app (AA+SFDC Integration) to connect CRM and analytics data in less than an hour. This application allows Pluralsight to see its leads directly in Adobe Analytics and track customer attributes such as device, location, how often they’ve visited, and the content they’ve interacted with.

“We were up and running very, very quickly,” Rick says. “There was no downtime and we didn’t need to provide anything other than credentials to both solutions.”

The Stoke application will track unlimited conversions for a variety of lead statuses in Salesforce. With the integration, Pluralsight can now see lead status and opportunity stages in multiple dimensions.



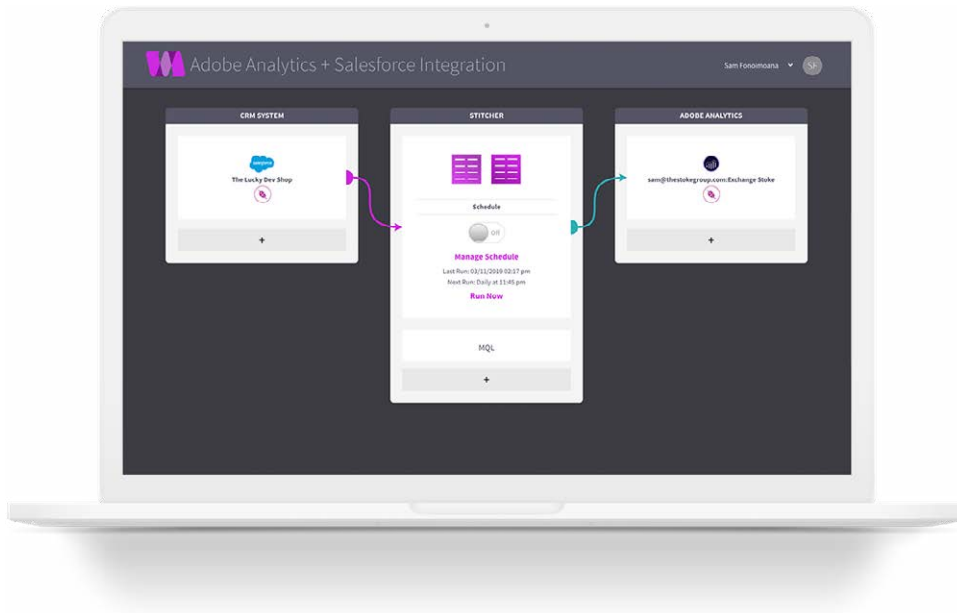
“We needed to tie conversions back to our original marketing campaigns and activities”

Rick Tolman, Pluralsight



FAST SETUP:

With just credentials from both Adobe Analytics and Salesforce, the AA+SFDC Integration from Stoke resolves IDs in both solutions to connect data in about an hour. Pluralsight set a daily schedule for automatic updates.



SEE THE DATA:

On a daily basis, Pluralsight sees a complete view of the customers in its marketing and sales funnel right in Adobe Analytics. This visibility helps them know which marketing efforts are having the most impact on sales.

The AA+SFDC Integration made it easy for Pluralsight to integrate CRM and analytics data for faster and deeper insights into their marketing efforts. The company has an advanced lead generation program where they're reviewing leads on a daily basis and need to know where those leads fall in the funnel so that they can take the next best action.

RESULTS:

Now, Pluralsight also can see other touchpoints the leads have had — past and present — so they can understand what's most effective in converting those leads and ultimately closing deals.

Pluralsight sees:

- A view of the full funnel to connect marketing efforts to revenue and sales from the beginning of the customer journey to the end
- Access to key data points including down-funnel conversions from MQL to pipeline to closed deals and revenue
- Integration of historical customer data to understand and track behavior better
- Access to robust data analysis that can inform content strategy, sales strategy, and UX design for better conversion

Additionally, Pluralsight is enjoying the benefits of seeing their leads in Adobe Analytics, including:

- On-the-fly data discovery all in one place
- Drag-and-drop insights
- Improved audience creation for Adobe Audience Manager

Stoke can help you and your business get the big picture on customer interactions and the effect those have on sales.

Learn more at <https://stokedata.com>

stoke