

Zion Spencer

Marketing Analytics Manager, InterWorks

Interworks has many touchpoints in their buying cycle and most of them with marketing campaigns such as blog articles, emails, and webinars. Before working with SaaScend, they didn't have a streamlined method for tracking this data; they were looking for a way to capture how campaigns were contributing to the buyer's journey to understand influenced revenue. Internal bandwidth to dedicate time to building out attribution functionality was limited, so they partnered with SaaScend.



NEW HEIGHTS IN ATTRIBUTION

One of my colleagues had seen the Founder & CEO, Craig Jordan, on a webinar talking about campaign attribution. I went to the website and saw a lot of ourselves in it. After meeting with Craig it was great to have an offered solution from a place of expertise.

The SaaScend team collaborated with us to strategize and plan the approach for building out our lifecycle stages and attribution tracking in Salesforce. After the team's configuration and setup, we have seen a major shift.

The way in which we execute our campaign process now fully supports the ability to capture the different buyer engagements throughout the funnel. We have far greater insight into how our campaigns are influencing opportunities and closed won deals. The solution was very well thought out.

My favorite thing about the SaaScend team is that everyone that I've worked with, is easy to talk to. Their genuine, human-focused culture has added a level of enjoyment to our work together to where I really look forward to our conversations, which has made the projects and collaboration that much more fun.



What Customers Say

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About Zion

Zion is the Marketing Analytics Manager at InterWorks. As a business leader that has been with the company for over eight years, his background includes leading the efforts of the Power Tools for Tableau launch, that rapidly expanded across Fortune 500 companies, while managing strategic partnerships for continual business growth.

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