

DTEN Scales their Marketing Operations & GTM Function to Empower

More Teams to Connect, Collaborate, & Communicate

CHALLENGE

DTEN, an international leader for digital communications hardware, is changing the way teams connect, communicate, and collaborate. Their award winning video and collaboration solutions are optimized for Zoom, and pioneering all in one solutions make it easy to deploy, use, and manage meeting rooms, access advanced digital collaboration tools, and meet anywhere with anyone. DTEN's customers are empowered to meet customers or clients wherever they are, collaborate with teams around the globe, and streamline communications.

As DTEN started scaling their operations for growth, Nia Celestin was brought in as the Head of Marketing to build the go-to-market engine. The team needed a way to scale communications to their growing audience, while maximizing their time and reducing manual processes. DTEN desired a marketing automation platform that natively integrated with their CRM, Salesforce, and that would empower the team to deliver the right message, to the right audience, at the right time.

Choosing Pardot, DTEN not only required a partner that could implement the technology, but one that could also speak to their business strategy, someone that understood data, marketing, and that could share best practices.

SOLUTION

Nia met with Craig Jordan, Founder & CEO of SaaScend, and felt that he understood the place where DTEN was and the growth initiatives that they wanted to achieve in order to build an infrastructure to execute their marketing operations and support the scale of their go-to-market strategy.



“You have to work with somebody who actually understands marketing strategy, not just the technology.”

A partnership to scale for growth

The SaaScend team implemented Pardot and partnered alongside Nia and the team to design the system structure, campaign nomenclature, and to create email marketing campaigns. In addition, the partnership worked to create a lead funnel structure, including scoring, and lead routing, ensuring that DTEN's team could get real-time insights on their engaged prospects and that sales could have a streamlined connection to prospective customers.

Following initial set up, the teams worked to create nurture campaigns ensuring that DTEN can connect with their audience, according to their need in the buyer's journey, delivering a customized brand experience, all with automated and synchronized systems.

RESULT

DTEN now has the infrastructure in place to help them effectively communicate with their audience and have a streamlined lead funnel process, scaling the go-to-market team to grow into the next stages of their business; so that they can continue to expand on their mission of empowering teams to digitally connect, communicate, and collaborate.

From email campaigns to lead flow, the partnership aspect of DTEN's and SaaScend's relationship, is what Nia expressed as the most valuable aspect of their work together. SaaScend not only exhibited technical expertise, but exchanged business strategy, and advised on optimal processes according to DTEN's use cases.

DTEN continues their partnership with SaaScend..

Designing and constructing their attribution models for reporting and data to make informed business decisions, providing the ability to pivot quickly as needed. The work will empower the team with insights to understand which initiatives are delivering the best results for their audience and the business.



"We have a very open and honest partnership."
- Nia Celestin, Head of Marketing

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