

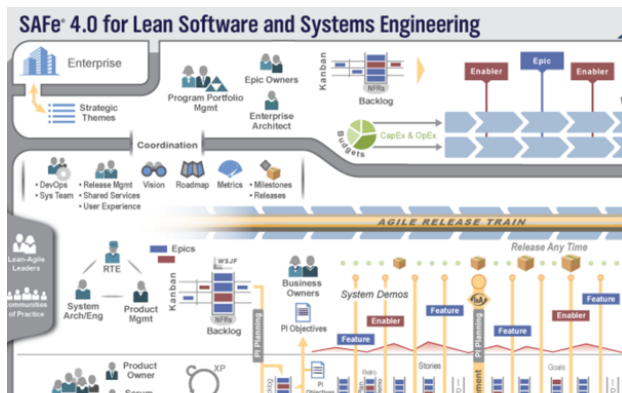
Customer Success Story

Scaled Agile Increases ROI 650% with Pardot

Overview

Founded in 2011, Scaled Agile helps software-dependent enterprises achieve better outcomes, increased employee engagement, and improved economics through Lean Agile principles and practices based on the Scaled Agile Framework®.

Scaled Agile is the exclusive certifying entity for the Scaled Agile Framework.



Customer Profile

- Location: Boulder, Colorado
- Employees: 33
- Industry: Education
- Salesforce Solutions: Sales Cloud, Service Cloud, Pardot, Customer Community, LMS
- Website: www.scaledagile.com

“Based on our initial success with Pardot, we’re committed to investing further into the Salesforce platform to provide our teams and customers a seamless and complete Scaled Agile experience.”

Francis Kelly, VP Partner Development and Sales

Challenge

- Lack of marketing visibility into the Customer Life Cycle
- Disconnected marketing solution making segmentation and actionability impossible (iContact)
- No marketing intel in Salesforce
- Missed opportunities to connect with customers

Solution

- Use of Pardot Nurture Campaigns to facilitate customer re-engagement
- Landing Pages and Forms to manage certification signups
- Complex Automation Rules automating manual processes
- Completion Actions notifying Sales for immediate touch opportunities

Outcome

- \$90K in additional revenue generated from first Pardot campaign
- Welcomed back over 80 members into the Scaled Agile Community
- 650% ROI within the first three months of Pardot acquisition
- Further investment in the Salesforce platform

