

CASE STUDY

How ADESA ensures peak Marketo performance with RingLead



Overview

The Company

ADESA provides wholesale vehicle auction solutions to professional car buyers and sellers. ADESA looks to provide a simplified and seamless customer experience across all of their end-to-end vehicle remarketing services.

Industry

Motor Vehicle Wholesale

Challenge

ADESA required an enterprise strength solution capable of helping its team manage over 7 million records, and 1.5 million annual webform submissions.

Solution

RingLead Prevent

Results

ADESA was able to prevent 100K duplicate records with RingLead's enhanced webhooks integration, helping to control the size of its Marketo database and minimize Marketo storage costs.

100K

duplicates prevented

Business Challenge

In three languages, in over 100 countries and through hundreds of campaigns annually, ADESA markets to more than seven million B2B and B2C Contacts around the world.

Keeping the identities of all of their clients and prospects straight so they can properly market to, support, and report on their activity as they respond and inquire online across multiple devices and email addresses was a top priority.

Marketing Operations had been tasked with data stewardship at ADESA, they were being held accountable for data quality in a very sales driven corporate culture. Without a determined focus on data quality success, Sales' confidence in Marketing would be considerably undermined, jeopardizing their close alignment.



RingLead's simple to use and effective duplicate prevention apps helped us keep our database clean, improve sales efficiency and in turn improve lead conversion.



Scott Barnett

Director, Consumer Marketing



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Solution

ADESA implemented RingLead Prevent to protect its database from duplicates created via list imports and web submissions.

ADESA was specifically interested in RingLead's unique Web-to-Lead feature, a key component of Prevent.

Web-to-Lead integrates with Marketo's native webhooks capabilities to quickly dedupe all leads regardless of how they were submitted into Marketo, and only sync net new leads to Salesforce.

With the RingLead webhook, when a duplicate is identified in Salesforce, the Salesforce ID is returned to Marketo via a custom field response mapping which enables the merging of the duplicate records in Marketo. This feature is unique to the RingLead/Marketo integration.

Prevent also includes list import and unique entry—two key features that support web-to-lead in forming perimeter protection around any database. Prevent is available as a stand-alone solution, or as part of The RingLead platform, a fully integrated, scalable data management solution that tackles all core data management processes including data discovery, deduplication, standardization, protection, and enrichment. RingLead integrates directly with leading CRMs and Marketing Automation Systems like Salesforce and Marketo to empower organizations with complete, centralized and secure control over their data.

Results

Using RingLead's advanced features, ADESA Online prevented in excess of 50,000 duplicate Leads in the first year of implementation, in both Marketo and in Salesforce that would not have been resolved by Marketo's native duplicate prevention features. This greatly increased sales effectiveness, permitted accurate reporting and segmentation and possibly most important of all helped maintain the hard-won alignment between Marketing and Sales.

- Improved reporting accuracy across most KPI's
- Enterprise strength solution delivers speed and accuracy against a very large dataset of over 7mm records and 1.5 mm annual webform submissions
- Decreased Marketo database size resulting in lower license fees, quicker ROI Enhanced webhooks integration enables duplicate prevention in both Salesforce as well as in Marketo

"The combination of RingLead and Marketo gave us a level of data quality in marketing automation that was not possible with any other solution."



About RingLead

Since 2003, RingLead remains the market leader in data quality, lead optimization and trusted partner of large enterprises, Fortune 500 companies and small businesses across the globe.

ringlead.com

