



How Verenia CPQ Transformed Lead Generation Results with UMW

Overview

Uncommon Marketing Works began its partnership with Verenia in 2019. In the span of 1.5 years, the Uncommon team joined forces with their internal marketing team to achieve increased lead generation, improved online presence, successful event marketing, and a brand refresh, among many other initiatives along the way leading them to being acquired by Oracle at the start of 2022.

About Verenia

Verenia is the leader in providing cutting-edge, front-office, sales enablement software. Verenia is designed and developed for manufacturers, with a sales optimization and configuration solution that addresses their unique needs. Their solution also serves the wholesale distribution, marketing, retail, software and services industries, with targeted front-end solutions.

The Verenia solution features a portfolio of applications that optimizes sales, increasing teams' efficiency and productivity. These industry-leading applications include CPQ (configure, price, quote), CRM, 3D CAD Imaging, and Ecommerce, delivered on a unified platform that prioritizes and optimizes the customer experience.

Challenges

Verenia faced challenges revolving around an overloaded internal marketing team and the daunting task of increasing its brand's presence in the digital landscape. They were not sure how to effectively reach their target audience within the manufacturing space, succeed with leads at every stage of the customer and prospect journey, and develop a cohesive strategy with manageable tactics.

Goals



Increase brand awareness of CPQ software for manufacturers and distributors through online digital efforts



Increase lead generation through digital advertising



Increase website traffic through SEO-focused content marketing efforts to help drive brand awareness and lead generation

"We were struggling with digital marketing before we met the folks at UMW. While we have great in-house resources, we felt our growth was going to be tied to how fast we could pick up and understand the many layers of digital marketing and the challenges of bringing messaging to our manufacturing customers and prospects. Staci & her team at UMW turned our goals into reality by breaking down our vision into manageable tasks, including everything from drip campaigns to persona design to webinars—and helped us tackle them one at a time, using a combination of our own resources and theirs. They're a tremendous partner and I recommend them to anyone trying to get the most out of their digital presence."

Victorio Pellicano

CEO, Verenia

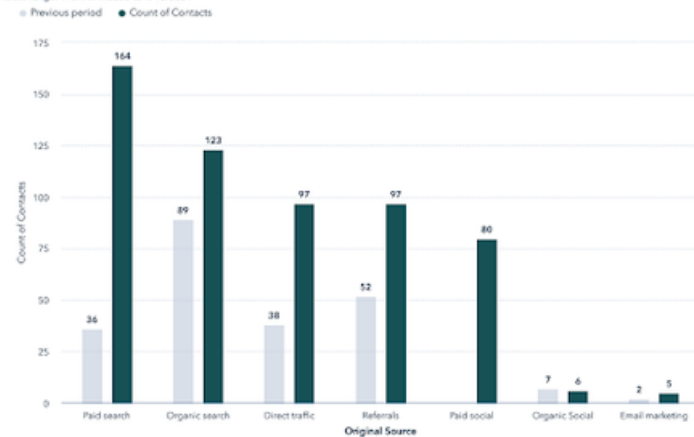
Strategy & Tactics

The experts at Uncommon Marketing Works developed a strong, full-funnel strategy based on primary and secondary research conducted in the industry. Then, we solidified internal brand messaging and design standards to implement with every tactic moving forward. The following tactics were outlined and completed within a year for Verenia:

- **Webinar marketing**
- **Social media marketing**
- **Drip campaigns based on:**
 - Product
 - Persona
 - Industry
- **Buyer persona refinement**
- **Brand refresh**
 - Refined brand personality and positioning
 - Refined design and messaging standards
- **Website SEO overhaul**
- **New content strategy**
 - Gated content development
 - Blog development
 - Case study development
 - Video development
- **Paid social campaigns on LinkedIn**
- **PPC marketing on Google**

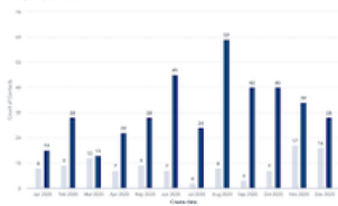
Total Leads by Source

Date range: From 7/1/2020 to 9/18/2021



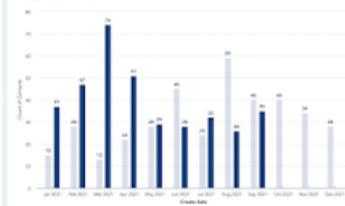
2019 vs 2020 Leads

Date range: From 1/1/2019 to 12/31/2020 - Uncommon Marketing



2020 vs 2021 Leads

Date range: From 1/1/2020 to 12/31/2021 - Uncommon Marketing



Results

In the span of approximately one year, Uncommon Marketing Works utilized these strategies and tactics to cause:

1,642% Increase in web traffic

1,225% increase in social media clicks

355% Increase in leads

141% increase in social media audience

111% increase in social media interactions

75% increase in website sessions

44% increase in new contacts

28 New customers



Lead generation increase on nearly every channel/source