

TUNE Inc. SUCCESS STORY

TUNE is using LeanData lead matching, routing, and marketing attribution to streamline lead management, drive competitiveness and accelerate its sales cycle

THE CHALLENGE

The people at TUNE know a lot about how to effectively market and sell in today's digital world. The company delivers measurement tools that help digital marketers manage campaigns, engage the right audiences, build the right relationships, and grow their business. But as its own business grew, it was clear to the TUNE sales and marketing ops teams that the out-of-the-box options provided by their CRM system for lead management were no longer good enough.



With LeanData we've been able to change our team structure and provide our capable sales coordinators with opportunities to directly contribute to our company objective to drive growth. All this is possible because LeanData does a great job capturing sales cycle data.

– **Megan James (Muldary),
Director, Sales Operations**

Far too much time was being spent manually merging and converting leads, sifting out duplicates, and matching leads to accounts and campaigns – time that could have been used for much more impactful tasks. At the same time, the lack of advanced capabilities for marketing attribution was starting to tell.

“We had reached a point of needing a more enterprise-class solution that would go far beyond just inbound routing at a lead level, and that would alleviate our data maintenance burden while giving us new levels of business visibility,” explained Megan James (Muldary), Director, Sales Operations at TUNE. “It did not make sense financially to continue to use manpower when we could use an automated tool, and that need brought us to LeanData.” →

THE LEANDATA SOLUTION

TUNE implemented LeanData for lead-to-account matching, lead routing, and marketing attribution in Spring, 2017. According to Megan James (Muldary), the impact was both immediate and far-reaching.

TUNE

TUNE helps performance marketers and advertising partners maximize their ROI through powerful measurement and partner management solutions. TUNE mobile and performance marketing solutions are trusted by the world's biggest brands, ad networks, and ad platforms to tie marketing investments to measurable outcomes. The company is ranked No. 15 on the GeekWire 200.

- Headquarters: Seattle, WA
- Founded: 2009
- Funding: Venture Capital
- Sales/Marketing Team Size: 85/12
- LeanData Customer Since: 2017
- Learn More: www.TUNE.com

LEANDATA IMPACT

Faster Sales: LeanData has shrunk TUNE's time-to-contact for leads and account inquiries to speed up its sales cycle.

Productivity: The use of LeanData has freed up hours of time per day, enabling personnel to focus on activities that drive revenue growth and customer success.

Competitive Advantage: Increased transparency into campaigns and more accurate attribution and success measurements are giving TUNE a leg up in its highly competitive market.

More Accurate and Holistic Views

“LeanData has had an immensely positive impact on both our sales and marketing organizations,” said James (Muldary). “Right from the start, from a sales operations perspective, it has helped tremendously just by giving me more confidence in our records, business views, and data quality.”

For example, TUNE's CRM system made it easy to look at leads, and to separately look at accounts or contacts, which was fine. But because of those data silos, it was not feasible to bring in new information and look across everything in order to take proper actions. However, LeanData makes this kind of integrated views possible without requiring substantial customization.

“We are now getting those trusted, holistic and actionable views that are the lifeblood of effective sales and marketing decision making, and we're getting them without spending an enormous amount of money on customization or specialized analytics modules,” said James (Muldary).

Driving Decisions

A similar dynamic is playing out on the

marketing side of TUNE, where LeanData's attribution offering is in daily use. The LeanData attribution module accurately matches leads to accounts leveraging fuzzy matching algorithms and user-defined models and rules.

"Before implementing LeanData, we relied on native functionality included in our CRM system to attach opportunities to a marketing campaign. This gave us a limited view as each opportunity was only related to a single campaign," stated Judy Sheriff (Finn), Director, Demand Generation Marketing at TUNE. "With LeanData, we can visualize the full customer journey and pinpoint how marketing campaigns influence and win new business."

Continued Sheriff (Finn), "We've made genuinely data-driven investment decisions based on the reports we built using LeanData, showing whether or not we saw revenue associated with various marketing campaigns and combinations of campaigns," explained Finn, "These are the kind of decisions that propel the business forward and help it to grow."

Some of these decisions focus on types of campaigns, but more often they revolve around marketing partners and channels. "We just helped pick which partners we're going to work with again, based on data from the LeanData attribution reports," she said. "We don't have to just shoot in the dark."

More Room to Focus on Growth

One of the primary reasons that TUNE implemented LeanData was the platform's advanced capabilities around converting records. "In any organization that has been around for a number of years, you get a lot of information, especially in the early days when you didn't necessarily have robust data standards," explained James (Muldary). "You try to fix and update it, but it becomes too much very quickly. LeanData has made a huge difference in how we deal with our records."

Using LeanData, TUNE can now change records based off of lead scoring and reassign leads to different channels based on prospects coming back to the TUNE website or filling out the latest form or attending a campaign event.

According to Megan James (Muldary), LeanData is enabling the resurfacing of information that might already exist in its database, but that has gone dormant and is now “coming back to life.” Using LeanData’s visual interface, Flow Builder, her team is able to “mash records” at a contact level, and then take the lead and automatically convert and merge it into pertinent existing records so nothing that exists is lost and anything new can be appended to in the same record.

“Like most B2B businesses, we have to talk to a lot of different people at a company before we can make a sale,” she said. “We could easily just spend time looking at our own database and converting those records. But in reality, we also need to be going out and looking at prospects’ LinkedIn pages and blog posts, and actually hunting down new records instead of only fixing existing ones. LeanData gives us back the time we need to do that hunting.”

THE RESULTS

Accelerated Sales: TUNE embraces the notion that the more time and manual effort that a business can squeeze out of its lead management processes, the more you can accelerate the sales cycle. “By automating manual lead handling processes, LeanData has dramatically improved our time-to-contact for a lead, account or partner,” stated Megan James (Muldary). “This, in turn, speeds up our sales cycles, which is what every company would like to experience. It’s good for us, and good for our customers.”

Increased Focus on High-Value Activities: No longer tied down by manual lead management processes, TUNE’s sales and marketing operations teams are empowered to tackle more strategic opportunities and tasks. “Historically, we had sales coordinators who would comb through and try to validate our data but, realistically, who wants to be a

database admin in a sales organization?” said Megan James (Muldary). “But now, with LeanData in place, these people are spearheading new initiatives for such things as content creation and product adoption. They are liberated to act more like a successful manager or account manager might act, instead of spending time trying to find data to validate potential prospects.”

Improved Competitiveness: Increased visibility into campaign success and marketing attribution, coupled with faster sales cycles and the freeing up of employee time to focus on more strategic activities, is resulting in a competitive boost for TUNE. “We are definitely experiencing better transparency into the campaigns we run against our competitors, allowing us to allocate our marketing resources more effectively than perhaps they can,” according to Judy Sheriff (Finn). “When I attend B2B marketing meetups, my peers are always very impressed with the level of our LeanData-powered attribution dashboards. I feel that we are a step ahead from a measurement perspective.”

ABOUT LEANDATA

LeanData’s best-in-class solution simplifies the complexity of the B2B sales process through intelligent lead management. LeanData makes revenue-generation teams more successful by matching leads to accounts and then automatically routing them to the right rep, every time. A member of the Salesforce AppExchange, LeanData provides richer insights into accounts so that more than 250 fast-growing businesses such as Nutanix, Palo Alto Networks, Marketo and Cloudera can maximize marketing ROI and close more deals.

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