

MARKETO HELPS ZOETIS BE SUCCESSFULLY “CUSTOMER OBSESSED”

Challenge

The leader in animal health solutions and a partner to veterinarians, Zoetis is a global animal health company dedicated to supporting customers and their businesses. Before Marketo, Zoetis focused on the tactical aspects of marketing with no ability to change courses quickly. An email might take three to five days to send out. In a single business unit, contacts were spread out over fourteen separate databases with no way to integrate them. Reporting was slow to come in and the data was

incredibly complicated and difficult to interpret. As both a B2B and a B2C player, Zoetis recognized the need for marketing agility, easy and thorough reporting and a partner that would enable them to move away from having to manage the details of marketing and allow them to focus on strategy. Zoetis conducted a thorough RFP process and engaged Forrester to help them chose a solution that would fit Zoetis now, and was also scalable to their future plans. Zoetis chose Marketo.

WITH MARKETO, ZOETIS HAS:



BETTER ALIGNMENT
BETWEEN SALES & MARKETING



SAVINGS
IN DEVELOPMENT & AGENCY
COSTS



PARADIGM SHIFT
FROM TACTICAL MARKETING TO
STRATEGIC MARKETING

“ One of our core beliefs at Zoetis is customer obsession and Marketo helps us achieve that. We see life with Marketo as a paradigm shift towards successful customer obsession and we can feel the shift. Our customers are happy about it, and if our customers are happy, then our CEO is happy. That, of course, makes me happy.”

Ed Stening

Associate Director, Digital Strategy & Multichannel, Zoetis

Solution

With Marketo, Zoetis can be less tactically-minded and can focus on larger campaigns, workflows, and the customer experience. Because Marketo automatically combines customer records, Zoetis can see the customer as a whole. Customers are no longer just a single data point because Zoetis can see what customer are doing on social, in e-mail, how they are engaging with the Zoetis field force or customer service people. “With Marketo, we’re getting that full picture. You can look at the data and start to visualize what this person looks like. Our marketers have been incredibly excited about that,” explains Ed Stening, Associate Director, Digital Strategy and MultiChannel at Zoetis.

Benefits

With Marketo, Zoetis has been able to reallocate time to strategy and doing more. “We’re spending a lot less time in development costs and agency costs, and a lot less time managing reporting. We can use that time to create a better customer experience and better campaigns,” says Stening. “That was a key ROI straightaway.” Zoetis is also seeing substantial change in how sales and marketing work together. Because sales now has access to exactly what their customers have received from marketing, they can approach customers with the most relevant, personalized information. Zoetis has leveraged their Marketo Technical Account Manager—what they call their “concierge for the Marketo solution”—to understand their business and help them implement Marketo to the highest use. They are also frequent users of the Marketo community to interact with other Marketo customers for answers to simple questions or for ideas on best practices.

About Marketo

Marketo (NASDAQ: MKTO) provides the leading marketing software for companies of all sizes to build and sustain engaging customer relationships. Spanning today’s digital, social, mobile and offline channels, Marketo’s® customer engagement platform powers a set of breakthrough applications to help marketers tackle all aspects of digital marketing from the planning and orchestration of marketing activities to the delivery of personalized interactions that can be optimized in real-time. Marketo’s applications are known for their ease-of-use, and are complemented by the Marketing Nation™, a thriving network of more than 250 third-party solutions through our LaunchPoint™ ecosystem and over 40,000 marketers who share and learn from each other to grow their collective marketing expertise. The result for modern marketers is unprecedented agility and superior results. Headquartered in San Mateo, CA with offices in Europe, Australia and a joint-venture in Japan, Marketo serves as a strategic marketing partner to more than 3,000 large enterprises and fast-growing small companies across a wide variety of industries.



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