ARCADIA DATA CLIENT SUCCESS STORY

How Arcadia Data more than tripled their marketing-driven pipeline and closed millions in revenue by partnering with DemandZEN.

ABOUT ARCADIA DATA

Arcadia Data is the first visual analytics and BI software solution native to modern data platforms (including Apache Hadoop and the cloud). Arcadia Data allows users to analyze large volumes of data without moving it, filling the gap between self-service Business Intelligence and advanced analytics.

OBJECTIVES

- ✓ Setting 440 meetings with prospects
- ✓ Tripling the marketing-driven sales pipeline
- ✓ Cementing the (sometimes tenuous) connection between their sales & marketing departments
- ✓ Increasing the number of qualified leads
- ✓ Filling the pipeline for sales
- ✓ Strengthening their account-based marketing (ABM) approach
- ✓ Improving SEO, web traffic, prospect nurturing, and content

AT-A-GLANCE

INDUSTRY:
Big Data Analytics
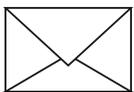
HEADQUARTERS:
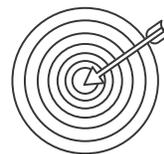Silicon Valley

YEAR FOUNDED:
2012

WEBSITE:
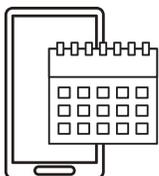www.arcadiadata.com

SERVICES USED

NURTURE & EMAIL
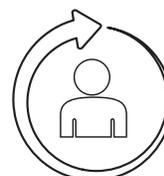Move leads through the buyer's journey to pipeline through multi-channel nurture.

ACCOUNT-BASED MARKETING
Targeting a defined set of key accounts with personalized campaigns.

COLD CALLING & APPOINTMENT SETTING
Drive introductory meetings and spread awareness by targeting the demand unit.

LEAD FOLLOW-UP
Coordinated follow-up on warm inquiries to gauge readiness and set initial meetings.

RESULTS

561
MEETINGS
(and counting!)

3X
INCREASE
in marketing-
driven pipeline

8200%
INCREASE
in leads generated

5X
INCREASE
in leads generated
from ABM accounts

$8.2
MILLION
in pipeline
generated

$2.5
MILLION
in closed-won
revenue

❝

Before teaming up with DemandZEN, we weren't staffed appropriately to handle the growth of scored, inbound leads. We leaned on DemandZEN and invested in the number of callers on that backlog.

—VP of Marketing, Arcadia Data

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ABOUT DEMANDZEN

In this fast changing business world — with changing customers, channels, competition, and technology — DemandZEN helps companies like Arcadia Data navigate a path to success through delivering better intelligence, data, strategies, marketing, leads, and opportunities. We bring ZEN to our clients' sales process, and concentrate on getting them the results they're looking for.

DemandZEN

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