

Adobe: From growing pains to high-volume campaigns

Marketing automation is the only way to scale the marketing enterprise. But what happens when the marketing enterprise outgrows the limits of their marketing automation platform?

When a series of acquisitions drastically increased Adobe's marketing operations, the MOps team was faced with managing 30+ million leads on a platform that was designed for a fraction of that volume.

DemandLab used a series of smart workarounds to transform system and team capacity so Adobe could launch campaigns, generate and nurture leads, and ensure SQLs were successfully passed on to the sales team.

SITUATION

Acquisitions drive massive growth

When Adobe strategically acquired Magento, Marketo, and Workfront in quick succession, the pooled leads for the new Adobe Experience Cloud organization added up to more than 40 million records.

Recognizing that Marketo isn't designed to support that kind of volume out of the box, Adobe's IT team built a sophisticated, custom instance to support their meteoric growth.

CHALLENGE

Technology can't keep pace

With millions of records to manage and more entering the system every day, Adobe's marketing teams needed to find ways to work smarter and improve efficiency and visibility into the lead lifecycle. Not only were they dealing with an unprecedented volume of leads and campaigns, but those elements were segmented across four different company product lines.

Unfortunately, within a year of its launch, the custom Marketo instance began to show signs of performance issues and create a worrying lack of visibility. It was creating confusion and throwing more errors at a time when the MOps team desperately needed less of anything that threatened to slow them down.

The problem was intensified by the fact that the instance was owned by the IT team rather than MOps, which meant the marketing team had to submit tickets and join an ever-lengthening queue to request most changes and fixes.



Problem:

A high volume of leads and campaigns was destabilizing Marketo and significantly impacting marketing effectiveness.



Solution:

Deploy a series of targeted, minimally disruptive system changes to increase execution speed and reduce wear and tear.



Result:

Adobe team achieved the system speed and stability they needed to manage 30M records and send 475M emails/year.

Smart, sustainable changes

In addition to being Magento's trusted technical partner since 2018, DemandLab had a solid track record in managing large-scale Marketo projects for enterprise clients including Penske and IHS Markit, so when the MOPs team found themselves overwhelmed by system glitches and mounting workloads, they turned to DemandLab for help.

We began by conducting a series of deep audits to clarify the marketing technology landscape—including the Marketo platform and all integrated programs and APIs—to evaluate the integrity of the database and the stability of the Marketo platform. **What we found allowed us to develop a playbook for a solution that was pragmatic, expedient, and sustainable.**

These were seemingly small changes that enabled Adobe to remediate the instability and inefficiency that prevented the team from managing leads and campaigns at scale.

- **Decommissioned platforms and tools that were no longer used or duplicative to free up processing space and enhance operating speed.**
- **Replaced called/requested campaigns with executable campaigns to reduce the amount of stress placed on the system.**
- **Replaced triggered campaigns with batch smart campaigns to minimize the amount of time campaigns spent in the queue.**
- **Replaced nested campaign logic with fields and other alternatives that required fewer system resources and created fewer errors and delays.**

This approach enabled Adobe to achieve the outcomes they wanted without undergoing a costly rip-and-replace or waiting months for IT sign-off. Instead, they targeted hidden or overlooked Marketo inefficiencies that had a surprisingly outsized impact on system speed and stability.



AHA MOMENTS

Unexpected insights

The audit uncovered the technical issues degrading system performance, but it also revealed that the problems extended into MOPs processes.

To effectively handle a high volume of leads and campaigns across a multi-product environment, the team needed to change the way they operated.

DemandLab implemented these processes to help the team scale their workflow:

- **Created a governance process with clear stakeholders, sign-offs, prioritization, and quality controls to significantly reduce campaign errors and delays.**
- **Created a JIRA-based sprint process to streamline and accelerate the workflow and eliminate silos and redundancies.**
- **Created enablement materials including online documentation and instructional videos to ensure all team members had the resources they needed to understand and follow processes and best practices.**

By transforming processes, DemandLab helped the MOPs team deliver more value to Adobe and align more closely with the organization's growth strategy.

OUTCOMES

Confident marketing at scale

The system and process improvements DemandLab delivered has enabled the Adobe MOPs team to engage their market at scale. The organization currently manages 40 million leads and growing, and they feel confident about their ability to nurture and convert leads at that volume.

Adobe was so impressed with DemandLab's efforts that they have retained the agency to help them explore the potential for a more comprehensive marketing automation replatforming that's planned for the future in order to continue to support growth.

WHAT DEMANDLAB DID DIFFERENTLY:

- Leverage 15+ years of martech expertise
- Conduct an in-depth audit prior to taking action
- Focus on small changes that had big impact
- Fix broken tech AND broken processes
- Provide robust enablement support



DemandLab is a technology-focused marketing consultancy that accelerates revenue for its clients through customized strategic solutions. Learn more at demandlab.com.

✉ contact@demandlab.com

www.demandlab.com

