Cypress Semiconductor significantly increases marketing influenced revenue and drastically shortens the sales cycle with Pardot, implemented in 6 weeks

Cypress a renowned semiconductor manufacturer was using Eloqua for their marketing automation processes, though Eloqua offers superior segmentation features, but has some serious API limitations while integrating with Salesforce CRM.

CriticalRiver engaged with Cypress to analyze the existing marketing automation shortcomings and recommend a right-fit solution that enhances their marketing efforts, improves efficiency and increases productivity.

As a part of the solution, CriticalRiver:

- Implemented Salesforce Pardot marketing automation platform
- All the assets are migrated from Eloqua to Pardot, including forms build on Eloqua and hosted on an Eloqua page
- Developed landing pages which can be used to market events and other key marketing programs
- Developed a layout template for all the landing pages for multiple uses for marketing aspects
- Multivariate tests (AB testing between two landing pages)
- Review landing page analytics and reporting
- Integrated lead nurturing and qualifications automation, email templates, forms, and campaign reporting

Benefits

- More efficient and fast-paced environment to track the sales process
- The analysis pinpointed cracks where sales opportunities were falling through
- Betterment in quality data acquisition
- The centralized system has now united the intra-departmental data, resulting in rapid sales growth and improved client service
- Marketing automation has helped the marketing team to achieve more customer engagement and lead generation through email and other campaigns
- Integration with the website is resulting in pre-qualified leads and more customer engagement
- Data is landing directly in Salesforce and Pardot helping to automate lead routing amongst the sales team
- Complete visibility into business performance with real-time information and KPIs informing growth strategy

Industry : High Technology

Solution Components:

- Salesforce Pardot Marketing Automation Platform

Customer Feedback:

CriticalRiver is a technology partner that can deliver on its commitments. They have proved it by implementing the Pardot marketing automation platform in 6 weeks and brought value to our business. I would say this with our experience with CriticalRiver and this is why we very much like to work with them in the future.

Chris Cook
Chief Marketing Officer,
Cypress Semiconductor Corp

By leveraging Pardot, we are able to improve the effectiveness of our marketing campaigns and also track our success through measurable metrics such as percentage of sales funnels increase as a result of our marketing campaigns.

Ann Minooka,
Vice President, Global Marketing and Communications,
Cypress Semiconductor Corporation

Customer is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products. The company's microcontrollers, wireless and USB-based connectivity solutions, analog ICs, and reliable, high-performance memories help engineers design differentiated products and get them to market first.

salesforce consulting partner