



ZIX SCALES SMART MARKETING,
INCREASES QUALIFIED OPPORTUNITIES
BY >5X



The Background

In 2016, security technology company Zix was undergoing major transformation. The company's new CEO set aggressive goals for growth, which Zix set out to accomplish through acquisition.

Marketing Director Olivia Pramas was suddenly facing a host of new challenges.

The acquisitions were fast and furious, adding a variety of new solutions to the brand's offerings. Olivia and her team quickly expanded into new markets and industries, while acquiring new systems and data. Her marketing budget grew and so did her accountability to the board. She needed to deliver results.

The Challenge

Like most marketers, Olivia needed a clear view of which marketing programs were impacting revenue so she could maximize her leads to sales (and keep her directors happy). But the team's manual processes for attribution and reporting were holding them back—they were time-consuming and unreliable. She struggled to get a clear view of her opportunities across her siloed technologies, and manpower was running thin.

As Zix continued to expand, Olivia needed a smart marketing strategy that could scale for success across markets.

The Solution

Olivia partnered with ORM Technologies to analyze her existing marketing and sales data across systems, predict her best opportunities, and optimize her future plans. She put ORM's advanced machine learning platform to use to design a robust account-based marketing (ABM) program with three aims:

1. Acquire new customers.



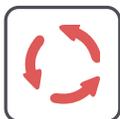
ORM analyzes all accounts in Zix's database, then uses a machine learning model to prioritize and predict which leads are most likely to become customers.

2. Grow and cross-sell existing customers.



Olivia also uses ORM's machine learning to determine which of her existing customers are most likely to respond to cross-sell offers for each new product line.

3. Retain existing customers.



The ORM platform helps Olivia to proactively identify those customers most at risk for non-renewal.

With these predictions in place, Olivia and her team deploy highly targeted, omnichannel ABM programs to each audience—not a penny wasted. Plus, her ORM platform allows her to quickly and accurately measure results.

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We needed to be able to scale for future growth ... We weren't going to have more people right away, so we needed to invest in tools that would make us more efficient and effective as a team.

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If we didn't have this tool, we'd be doing all this work manually. Creating a profile of our best customers, seeing which accounts in the database match that profile. We'd have none of the insights ORM pulls in—like engagement with our website or marketing emails. Or we'd have to spend a lot of time going across platforms to get that information. They aggregate everything into one view. **It feels like an additional person on our team.**

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The Results

Olivia can now report to her board with confidence—because she’s crushing her marketing goals.

The accounts that ORM identifies as potential customers convert to opportunities 5.6 times more frequently than any other accounts. Once they become opportunities, those accounts have a win rate 2X higher than any others.

While it’s still too early to show concrete results on the cross-selling efforts, the win rate is expected to show over 30% improvement.

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The amount of pipeline we’re seeing from our ABM programs compared to inbound efforts is exponentially higher. We’re creating more opportunities using ORM’s strategic accounts, we’re creating more qualified opportunities, they’re buying more products, and they are spending more money with us. It checks all the boxes you’re looking for in a marketing program.

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Moving Forward

Zix has seen so much success with the ABM campaigns that they plan to double their efforts in the coming year. Olivia and team will continue to streamline their systems and processes through ORM to increase their speed to market.

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Our biggest focus next year is to decrease the time it takes to run a program so we can do more of them. We’re focusing on operationalizing all of it—making sure all of our systems are talking together, and making ORM visible in Salesforce for additional visibility and alignment between our teams ... **I don’t think ABM would be possible without having a tool like this in place.**

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5.6X Higher

MQL to opportunity conversion

100% Higher

win rate on customer acquisition programs

30+% Higher

expected win rate on cross-sell programs

Ready to scale your own marketing?

Schedule a Demo



Need to deliver results like Olivia? It’s time to ditch the scattered data and manual processes. See how ORM Technologies can help you analyze, predict, and optimize your sales and marketing, too.