

SignalFx: Prescriptive Guidance for Achieving Marketing Pipeline Goals

SignalFx is a leader in real-time monitoring and metrics for cloud infrastructure, microservices, and applications. Marketing had powered most of their revenue growth to date, but they couldn't accurately measure their impact on revenue, nor did they have the confidence that their marketing mix would result in the best revenue outcomes. They needed more prescriptive guidance to achieve their pipeline goals and track progress towards those goals up to 5 quarters into the future.

Challenges

Marketing at SignalFx is responsible for a significant portion of their pipeline, but they couldn't determine which elements of their marketing mix would deliver the best revenue outcomes. Worse yet, rapid growth had ballooned their marketing database, so knowing where to focus was becoming increasingly difficult. What they needed was a way to maximize Marketing's pipeline impact, and more prescriptive guidance in picking the right marketing programs and targets with the shortest path to revenue.

“We needed to understand the pipeline implications of our programs and have the confidence that they were resulting in top-line revenue.”

— Thomas Butta, Chief Marketing Officer at SignalFx

- **Find the best mix** of marketing programs and prospects to reach pipeline goals.
- **Clearly demonstrate** Marketing's contribution to revenue.
- **Improve visibility** into pipeline performance and forecasts, and quickly fill gaps.
- **Accurately map** accounts to target segments, and contacts to buyer personas across a growing marketing database and more complex business.

Solution

Fortella gives SignalFx more prescriptive guidance on who to target and which programs to execute, to reach their revenue goals. Where they had to previously cobble together data and spreadsheets to understand their impact, Fortella gives them an easy-to-use pipeline dashboard with all the relevant KPIs for real-time visibility. Fortella also connects every marketing move to the resulting revenue so they can be more effective, and communicate their impact in the language of revenue.

“Fortella gives us more prescriptive guidance to enhance what we’re already doing and align every marketing move with a concrete revenue goal.”

— Thomas Butta, Chief Marketing Officer at SignalFx

- Prescriptive guidance for reaching corporate and segment-level revenue goals.
- Connect programs to resulting revenue for an optimal marketing mix.
- Clear pipeline visibility, today and into future quarters, to close gaps before it’s too late.
- Easy-to-use reports eliminate tedious, error-prone spreadsheet planning and tracking.

Results

Efficient impact on revenue

through prescriptive guidance and timely recommendations.

Greater confidence to experiment

by connecting marketing actions to revenue.

Accurate insights into pipeline performance

for current and future quarters.

Faster, easier planning and reporting

using real-time data — all without spreadsheets.



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Fortella gives us more confidence in our decisions and more visibility into how those decisions ultimately contribute to the company’s success.”

— Thomas Butta, Chief Marketing Officer at SignalFx