

Case Study

Optimizing Digital Campaign Production for a Global Tech Giant

Improving our client's approach to **E2E Eloqua digital campaign** management through the introduction of systems aimed at **reducing the cost and duration** of campaign intake and delivery





LogDMS in a nutshell

“Our business was born as a response to this on-going knowledge sharing.”

It all comes down to how we manage to articulate very technical aspects of what we do in a way that clients easily understand. Solutions and best-practice processes often come in handy right off the shelf, but when we customize or build from scratch, we feel it really makes a difference. It's rewarding not just for our clients, but for us too.”

- Catalin, **Co-Founder & MarTech Consultant**



Challenges

- Lack of business priorities focus, **mixed roles and responsibilities**
- **Too many participants** in meetings and too many email recipients
- Blend of requirements and needs from the business and technical perspectives
- Lack of **ownership** on E2E campaign delivery
- Undocumented processes
- Lack of systems and tools for **cross-team capacity planning**



Results

- Over **2.000 Eloqua campaigns** successfully managed through the new process
- Process **documentation** from digital campaign intake to configuration and delivery
- Clear roles and responsibilities enabled **employee focus and efficiency**
- Drastically reduced the number of meetings and participants attending
- Facilitated **employee clarity** as to what is essential for the business



Solutions

-  Developed a digital marketing **campaign intake platform**
-  Shifted campaign intake operations from emails and meetings to a digital tool
-  Integrated the intake platform with our client's asset management system
-  Optimized **Project Management** procedures, systems, and tools
-  Introduced a **new cross-team setup** with clear roles and responsibilities



Solutions

Launched the new Digital Campaign Demand Management Process through **5 steps**:

Intake

Using a Campaign Request Template to identify minimum requirements

Planning

Performing requirements assessment and resource allocation via Work Breakdown Structure

Scheduling

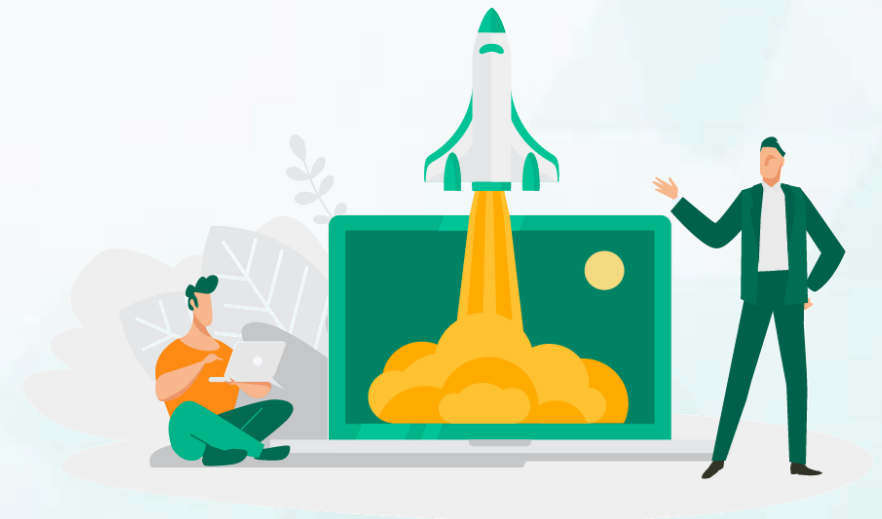
Building the Campaign Delivery Schedule using Project Online

Delivery

Managing ongoing work, communicating priorities and dynamically adjusting

Reporting

Undergoing campaign reporting & multiple analyses using Power BI





Timeline





Our client



Location

California, USA



Company size

10,000+ employees

Industry

Information Technology



Want to know more?

Access the **12-page extended Case Study** for all the details behind our technical solutions.



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