



## background

Nimble Storage was founded in 2008 on the premise that flash storage would revolutionize the enterprise data center. The company spent a couple of years in stealth mode, quietly engineering a new storage architecture from the ground up, then saw rapid success when it started shipping its adaptive flash storage arrays in 2010. Nimble went public on the NYSE in December 2013 and recently reached the 5,000-customer milestone.



## the problem

Given the company's rapid pace of growth, Nimble's marketing team faced some real challenges, especially providing the sales teams with more and more higher-quality leads each month.

Like many B2B technology vendors, Nimble had already implemented Marketo for growing their audience of prospects and for nurturing longterm relationships throughout the buyer's journey. The company is also very data-driven, with a focus on creating seamless, targeted brand experiences, growing audience and reach through constant lead generation and relationship development campaigns. So, with calculated detailed cost metrics for every marketing channel and campaign – from trade shows and banner ads to electronic direct mail and social ads (on Twitter, LinkedIn and Facebook), social marketing had already proven its value for brand-building, but now Nimble faced a bigger question – could it be used for generating new leads?

## the solution

Nimble's solution was to integrate Marketo with the Sprinklr social marketing management platform. This means Nimble can drive a constant stream of engagement opportunities and leads through the sales process from discovery through conversion. Social media data helps the brand discover new audiences, identify influencers, and add depth to prospect engagements. With the ability to track every bit of the process in one single, unified platform, Nimble can inform strategy and drive quantifiable results in real time.

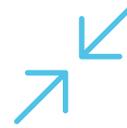
Nimble had been using Sprinklr since 2013 to plan, publish, and analyze tweets and other social updates across all their social networks worldwide.

According to Michael Kieran, Nimble's senior manager of social marketing, "Sprinklr has proven to be a great way to find and expand our social audience, to learn what matters to them, and to provide content that they find useful. When some of those people become leads, Marketo is perfect for respectfully nurturing our relationship with them, wherever they are in their process. Right from the start, we saw the benefits of integrating the two platforms."

Nimble's strategy was a two-stage approach:

1. In December 2014, they added the Marketo integration module to their Sprinklr license, which enabled Nimble to start actively capturing social leads.
2. In February 2015, Nimble began implementing the Sprinklr Listening module, which captures relevant mentions from blogs, mass media, third-party communities, and millions of other sources.

Nimble had already created a Sprinklr dashboard that monitored key industry bloggers, analysts, and others, plus queues for relevant Twitter hashtags and RSS feeds. It generated some useful leads from known conversations but was missing countless relevant but unknown conversations taking place all over the Internet.



The Marketo integration enabled Nimble to start activating social leads.

"Adding the Listening module is shifting our entire approach to social lead gen, from people we already knew about to people we'd never heard of before. That's not a change in degree, it's a fundamentally different way of using the platform, one that provides Nimble Storage with a real competitive edge."

**michael kieran**

SENIOR MANAGER OF SOCIAL,  
MARKETING, NIMBLE STORAGE

# how they solved it

There are five main parts to Nimble Storage's end-to-end social lead generation solution:

## MONITORING DASHBOARDS

Nimble tracks trends and conversations with two custom monitoring dashboards in Sprinklr: one that looks for mentions around the Nimble brand, and another that looks for key conversations from known industry analysts, Nimble customers and competitors, bloggers, and CIOs. Analyzing conversations from industry thought leaders provides the company's executive staff with a "brand radar" and drives a deeper understanding of the constantly shifting trends moving the market, thus helping Nimble uncover additional opportunities for engagement.

## LISTENING DASHBOARDS

The Listening module extends monitoring to news sources, publications, websites, social networks, blogs, forums, third-party communities, and reviews, providing Nimble with a comprehensive view of the business landscape. Carefully crafted search terms and topics enabled Nimble to engage with fine-tuned precision. For instance, one of Nimble's Listening topics watches for tweets or posts expressing concern about the cost of power or cooling in corporate data centers, an area where Nimble's highly efficient flash technology provides significant benefits. If someone tweets, "Looking to upgrade our data center storage. Who should we talk to?" Nimble can immediately spot the opportunity, begin engaging, and drive conversion, even though the tweet did not mention Nimble.

## PROFILE LISTS

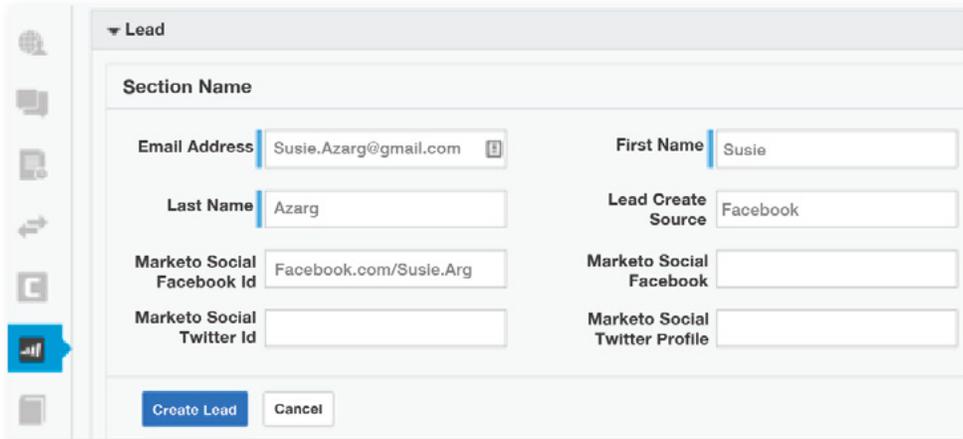
Sprinklr lets you view and sort your social audience pretty much any way you want via user-definable profile lists (or segments). In addition to lists for known influencers, Nimble created a profile list for social prospects, providing a key bridge for streamlining the data flow between Sprinklr and Marketo. When a member of Nimble's social team finds a relevant mention in the monitoring or listening dashboards, it just takes a couple of clicks to add them to the prospects profile list, ready to be migrated into Marketo. Unified social profiles also help Nimble get a deeper understanding of each individual and to track all engagement in a single view for a more personalized customer experience.



The Listening module creates a brand radar which equips Nimble to identify opportunities to engage and drive conversion through social.

## SPRINKLR AND MARKETO

Once Nimble Storage has identified a valid prospect, there are a few ways to migrate their profile ID into Marketo. The quickest is by simply selecting the person's profile and clicking "Create Marketo Lead." For more information on the prospect before migration, Nimble can click on a person's profile, which reveals their profile information and includes the ability to add that contact as a Marketo lead.



## LEAD MANAGEMENT IN MARKETO

Integrating Marketo and Sprinklr allows Nimble to align campaigns and content, assets, and calls to action. It also allows them to track business value from their social media efforts all the way through the conversion process. For example, Nimble uses a score-based qualification threshold to filter inbound leads from Marketo to their sales team: a new contact is assigned a score based on each event, such as downloading a white paper, attending a trade show, or mentioning a brand on social media. Once a prospect's score reaches the threshold the lead is then automatically passed into Salesforce.com for follow-up by one of Nimble's sales team members.

## impact

At Nimble Storage, the sales and marketing organizations have always worked closely together, enabling rapid response for emerging business opportunities. By integrating Sprinklr and Marketo, and with additional power from the Sprinklr Listening module, Nimble has greatly increased its ability to find, nurture, and convert prospects. Strategic monitoring has ultimately given the brand "X-ray vision" - much greater visibility into their own presence in the marketplace, as well as their positioning versus key competitors.



"We see social and content publishing as being major drivers for customer acquisition moving forward. That's why Nimble is investing in our social marketing management platform - to not just build our brand, but also to drive revenue by converting relevant social mentions into customers."

### **michael kieran**

**SENIOR MANAGER OF SOCIAL,  
MARKETING, NIMBLE STORAGE**

## CONTACT

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