



HOW A LEADING FINANCIAL TECHNOLOGY COMPANY CLOSED THEIR \$75M MARKETING GAP IN A COMPETITIVE POST-LOCKDOWN MARKET.

A FinTech company based on Silicon Valley, worth \$1 Billion in revenue, with 5000+ employees, and a leader in delivering branded payment solutions was facing a major business growth challenge and they urgently needed a solution.

CASE STUDY

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THE CHALLENGE

The company was struggling to close a \$75M gap between marketing and sales, and they needed an action-oriented solution their Board of Directors could get behind.

The Covid pandemic had provided outlier years for the company's virtual products and software services, but at the end of lockdown, it was clear a strategic shift was needed to regain momentum.

THE SOLUTION: LEADERSHIP

Enter **Aditi Karandikar**. Tapped to lead the Global Demand Generation Team, Aditi opened the lines of communication across the 30-person internal team.

Their collective centers of excellence spanned many areas of business: SEO, Paid Search, Events & Webinars, Content Syndication, Email & Marketing Ops, Reporting & Analytics, Sales, and integrated campaign management for various product lines.

THE APPROACH

To tackle this challenge, Aditi quickly identified some low-hanging fruits and audited the legacy system and identified some quick wins:

Under Aditi's direction, this diverse team committed to a single goal: deliver 1/3 of the pipeline toward \$1 Billion in revenue for the fiscal year of 2021.

- They reduced data silos and leveraged the segmented data for upsell and cross-sell campaigns, resulting in increased lifetime value (LTV) at a lower customer acquisition cost (CAC).
- The team also improved each stage of the demand funnel and utilized a hybrid approach of inbound and outbound campaigns, traditional demand generation, and account-based marketing (ABM), along with always-on and opportunistic seasonal campaigns.

The results were impressive.

Despite the headwinds in a competitive market, the team was able to close the \$75 million gap-to-plan to 98%.

This success demonstrates the power of a well-executed demand generation strategy and the impact it can have on a company's bottom line.

In conclusion, with Aditi's leadership the Global Demand Generation Team's approach to improving the demand funnel and utilizing a hybrid strategy of inbound and outbound campaigns, traditional demand generation, and ABM resulted in strong results.



ADITI KARANDIKAR

Aditi is a data-driven performance marketing executive with vast experience in demand generation and operations at B2B technology companies, helping them acquire customers, create revenue and brand awareness.

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