

Campaign Outsourcing Proves its Value!

HomeAway Partners with DemandGen to Expand their Growing Global Campaign Execution Needs, without New Hires.

SITUATION

HomeAway, Inc. is the world's leading online marketplace for the vacation rental industry. With more than one million live vacation rental listings in 190 countries, the company aims to make every vacation rental in the world available to every traveler in the world through its online marketplace.

In 2014, HomeAway's marketing team was looking to expand its capacity for executing global ad-hoc campaigns. The company created a new Marketing Operations team led by Bob Martin, Global Director, to implement Eloqua and bring campaign execution in-house. With the help of DemandGen, the team created a new, more efficient and cost-effective model for executing ad hoc and lifecycle marketing campaigns.

CHALLENGE

According to Martin, HomeAway had been working with a third-party vendor to execute emails through a service-based platform that didn't integrate with Salesforce. "Marketers would go directly to the vendor and request campaigns," he said. "This worked for a while, because we do a lot of ad hoc emails that send quick messages to particular audiences or drive reactivations in certain regions or countries."

But the ad hoc approach lacked the ability to segment audiences, personalize the message by audience or follow customers through the buying lifecycle. "There was no consistency, and no way to track metrics with accuracy," he said. "Plus it was costly and inefficient. When the demand for ad hoc emails increased, we lacked the capacity to keep pace."

To solve these challenges, HomeAway began looking for an enterprise-level solution.



SITUATION

HomeAway needed campaign execution support to keep up with an increasing number of global marketing team requests for ad hoc email campaigns.

SOLUTION

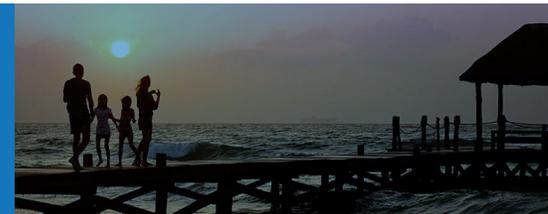
The company partnered with DemandGen to support its global campaign execution needs, establish best practices and provide campaign process optimization recommendations. DemandGen now provides Campaign Execution Services, offloading the majority of ad hoc campaigns, and freeing HomeAway's internal team to focus on customer lifecycle initiatives.

RESULTS

- Increased capacity without hiring staff
- Improved quality of ad hoc emails to maximize results
- Established best practices for executing campaigns through Eloqua
- Reallocated key resources to more strategic programs

“If I didn't have DemandGen, I'd have to hire two additional employees just to keep up.”

– Bob Martin, Global Director of Marketing Operations, HomeAway, Inc.



Learn more about DemandGen's campaign execution services

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SOLUTION

The decision was made to implement Eloqua internally, and Martin's team was created. Now, the company needed help implementing the new email platform. He attended a one-day event and was intrigued by a presentation delivered by DemandGen's CEO, David Lewis. After speaking with Lewis at the DemandGen booth, Martin decided to work with them.

DemandGen's solution helped HomeAway optimize the production process in Eloqua and establish a new model for campaign execution support. Marketing now submits requests and provides the campaign assets through an internal ticketing system, and DemandGen executes the logic flow and manages the end-to-end campaign process. Once the campaign is executed, Martin's team reports the important KPI metrics, such as open rates and a heat map of what calls to action get the most clicks. Additionally, DemandGen provides Campaign Execution Services for all of HomeAway's global ad hoc campaigns.

"Ad hoc campaigns can be somewhat repetitive at times, but DemandGen doesn't view it that way," said Martin. "They give each campaign request the time and effort necessary to increase their quality and impact, and free us to focus on more strategic, long-term campaigns."

RESULTS

Bringing the global campaign execution in-house using Eloqua has improved efficiency and lowered costs, while enabling HomeAway to execute more email campaigns than previously possible. And, with DemandGen handling ad hoc campaign blasts, Martin's team has more time to target and nurture specific audiences through the demand funnel with multi-touch campaigns.

Initially, DemandGen was going to pick up about 50 percent of our ad hoc email requests and use the rest of the time for reporting and strategy," said Martin. "But the number of ad hoc requests has increased so much, they've got their hands full. If I didn't have DemandGen, I'd have to hire two additional employees just to keep up."

Martin said he's very pleased with the quality of the work DemandGen provides. "They do an extremely thorough job and they're very quality-conscious," he said. "They work to build a relationship with their clients, which improves collaboration and makes working with them fun."

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