

CUSTOMER PROFILE: MongoDB

Making Marketing Metrics Meaningful for Improved Results



Key contact: Meagen Eisenberg

Size of marketing team: 36

Title of key stakeholders: CMO, Director of Marketing Operations, Marketing Manager

Implementation time: 60 days

CRM and MAP: Salesforce.com, Oracle Eloqua

Key Quote: “For me, it’s the single source of truth”

When Meagen Eisenberg started as the CMO at MongoDB, she saw a few challenges and a lot of opportunities. The open-source database enterprise software company had been going strong since it started in 2007. They had a popular product, a strong reputation, and smart people – but the marketing department needed resources and technology focused on the web experience and more data to make smarter decisions.

Luckily, Meagen had a vision and the proper experience to know how to put the team on track toward data-driven marketing.

The Approach

Meagen had two main goals she wanted to achieve:

- Better alignment between the marketing team and other departments within MongoDB – especially sales
- A marketing pipeline that ran smoothly and produced predictable revenue

To achieve the first goal, she needed to get in front of the stakeholders in the other departments and have conversations. Learning what their goals were and what they felt they most needed

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from the marketing department in order to achieve them helped shape the marketing plan moving forward.

To keep communication lines open between the departments in the long term, she wanted to provide more transparency. For that, they needed better reporting capabilities, which tied right in with what was needed to achieve the second goal: a better system of metrics.

In order to understand how leads were moving through the pipeline and pinpoint which activities were working and which were falling short, MongoDB needed a way to turn their marketing data into a story. As long as their data was stuck in silos, they had no way to see how all their different marketing metrics were connected.

Like many enterprise organizations, the problem wasn't a lack of marketing data, the data was there. But they were still using spreadsheets to record their marketing data and send it back and forth between stakeholders. That wasn't ideal for the transparency Meagen was hoping to achieve with the other departments, and it definitely wasn't good for enabling her team to see meaningful insights within the data they had.

That's where Hive9 came in.

With Hive9, the MongoDB team was able to move all the data from those tedious spreadsheets to a comprehensive CMO dashboard that made it easy to finally see the big picture the data had to show them, and then dig down into that data to better understand the details of that picture.

When they could connect the dots between the various bits of marketing data they had in order to clearly see their marketing pipeline, they were able to chart the relationship between their marketing activities and the company's revenue.

The Results

With the greater visibility Hive9 offered into their pipeline, MongoDB's marketing team was able to clearly see which initiatives and tactics were paying off and shift more of their budget and efforts in that direction.

Hive9's dashboard didn't just help them do this once. With real-time reporting capabilities, they've been able to use the tool to make ongoing changes to the marketing plan – daily, if needed – that produce better results.

“By knowing what's working and what's not, we are able to change course and reassign funds before it's too late. We are also able to predict whether demand generation and revenue goals will be met and make adjustments as needed.”

--Meagen Eisenberg

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Hive9's visual displays of marketing analytics and easy filtering options also made getting the right marketing analytics to the right people simple as well. MongoDB could maintain their goal of keeping other department heads in the loop with little effort.

"I've got teams all over the world that can log into Hive9 and make data-driven decisions"

The tangible results of the changes she made were impressive. The team realized, and was able to demonstrate, that marketing was sourcing and involved in many of sales opportunities. With many marketing departments struggling to show their results in terms executives care about, that knowledge is powerful. In addition, they could improve future results because they knew definitively what worked and what didn't.

More notably, they increased the number of leads they attracted and grew the pipeline.

More leads, more sales, and more credit given where it's due – not bad for a new CMO.

Hive9 wasn't the only solution MongoDB implemented, but it played an important role in helping her team achieve the results they did. If you'd like better visibility into your marketing metrics and the type of real-time insights that can lead to a significant increase in your pipeline, we can help.

[Get in touch](#) to learn more about Hive9. One of our B2B marketing experts can help you estimate the potential results based on your organization and key goals.

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