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EXPERIENCE DIGITAL FREEDOM

FOR DISTRIBUTED ENTERPRISES, ONE IS THE LONELIEST NUMBER:

*How Deploying and Managing Multiple Marketing
Automation Platform Instances Will Change the Game*



SUMMARY

Research shows that most companies who outcompete rivals in their industries use some form of marketing automation (63% of such companies, to be exact¹). The challenge for distributed enterprises — organizations with multiple business units, products or brands — is that today's flagship marketing automation platforms (MAPs) are not built with multi-tenancy in mind. Businesses that operate across multiple teams need a solution that can scale not just with their database, but also with their model, org structure and footprint.

INTRODUCTION

The rise of the internet means that the world is flat.

Connectivity is cheap, startup costs are low, materials and goods are widely and readily available, and therefore nearly any business can augment their product and market strategy more easily than ever before. As a result, at least 300 new distributed enterprises have emerged per year since 2011.¹

Quick pause, let's help you figure out if you fall under this label:

Distributed enterprises include companies with multiple brands, products or regions/markets that are each managed by dedicated business units or teams. These teams can exist all within a single office or be spread across multiple campuses. Technology companies, hotel groups, marketing and communications companies/agencies and many others fit this criteria. When multiple, distinct groups need access to the same tool, this is also referred to as multi-tenant). If this sounds like you or your clients/customers, the rest of this will be right up your alley.

Where were we? Right — at least 300 new distributed enterprises have emerged per year since 2011.

In the main, this is good for business — except when the tools for business make doing business difficult. Software companies today don't design with multi-tenancy in mind — they tend to assume that their clients are monoliths. This story isn't new. Years ago, back when email was emerging, it was difficult for distributed enterprises to find an off-the-shelf product that would accommodate this business model, and they had great difficulty building capable, flexible email systems internally. It took time, but eventually several email solution providers entered the fray and email became ubiquitous.

SOURCE READING

1. **Forbes**, Unraveling the Growing Complexity of Franchising is No Simple Matter. April 2018.

THIS BRINGS US TO MARKETING AUTOMATION

Back to present day, and it's no longer simply about email engagement. Or social. Or mobile. It's all of the above, and marketing automation has become the must-have tool for driving the total digital/customer experience. And companies who have adopted marketing automation are seeing results. Across all industries, 63% of companies that are outgrowing their competitors are using marketing automation.² Airlines are using automation to trigger online check-in communications and send personalized flight status updates. Hotels are using automation to let guests check in on their smartphones, and to send text updates about their late-night room service orders. Auto dealerships are using marketing automation to send service reminders to new customers after the first 6,000 miles.

These companies, who typically invest a great deal of hands-on time in running their businesses and driving engagement, love the fact that marketing automation gives them a huge amount of control over their brand — and access to additional communication channels — without requiring a huge investment of effort.

Yet the cycle continues. Today's MAP providers still assume that their customers are monoliths — that they are traditionalist companies who put all of their employees on one team or one campus. But companies who manage multiple brands or products with dedicated teams — modern distributed enterprises, in other words — aren't accommodated by this framework.

Some industries do already have purpose-built software, such as CRM, POS, ERP or similar tools, that allow distributed enterprises to run semi-independent teams without giving them too much or too little control. And some of these solutions include features that approximate marketing automation, such as the ability to send batch emails.

SOURCE READING

2. Lenskold Group, 2013 Lead Generation Marketing Effectiveness Study, Accessed. January 2019.



63%

Across all industries, 63% of the companies that are outgrowing their competitors are using marketing automation.

THIS BRINGS US TO MARKETING AUTOMATION

With that said, marketing automation tools that don't fit the business model can do just as much harm as good. Here are some of the negative experiences companies see from solutions that aren't purpose-built for their distributed enterprise:

- **The flagship brand's marketing department holds the keys to the entire marketing universe as far as the individual sub-brands/business units are concerned.** At first, this may seem tenable with a couple of teams, but as the business scales, it begins to involve much more work. For example, as an individual business unit introduces new products or begins to explore new target audiences or regional markets, the flagship brand's marketing team must work harder and harder to localize campaigns. Why can't the sub-team just do this work themselves?
- **The flagship brand purchases multiple marketing automation accounts for its different brands/business units.** This seems like it will reduce workload for the flagship brand's marketing department, except that individual marketing automation accounts aren't designed to communicate with each other. This leads to an absolutely crippling replication of effort, as each campaign built at the flagship brand level must be manually recreated for each sub-brand/business unit.
- **In a continuation of the previous bullet, the flagship brand becomes unable to ingest performance metrics from its sub-brands/business units.** Without any visibility into the success or failure of campaigns across the different teams, executive management is flying blind. Individual brands and business units are given too much power over their marketing elements and campaigns, and the parent organization begins to lose control.

TO SUMMARIZE, marketing automation is good, necessary and beneficial for distributed enterprises — but these enterprises need a marketing automation management capability. Distributed enterprises now recognize this capability to go along with it. Such management layers exist for select CRMs, ERPs and other solutions, but in the realm of marketing automation, this capability has never existed before.

Distributed enterprises now recognize this capability gap, and they demand a solution. Here's a look at how enterprises are demanding marketing automation fit their martech strategy.

Enterprises Demand MAPs Offer a Multi-Tenant Architecture

Each individual brand, business unit, team, etc. should be able to have their own account or sub-account within the marketing automation platform. Unlocking the power of marketing automation — enabling headquarters to reasonably support each team while maintaining full visibility and control — would represent a force multiplier for these organizations.

Enterprises Demand MAPs Seamlessly Integrate with Other Existing Platforms

This is just table-stakes now. When creating a product ecosystem, each separate application must be able to share data with every other one. A survey from Gartner shows that 79% of top-performing companies create digital ecosystems where separate products are capable of deep information exchange.³

This last point cannot be emphasized enough. In a distributed enterprise with distinct, mission-critical tenants (and potentially thousands of them), marketing automation should be made as simple as possible — minimizing the duplication of efforts and reducing (read: eliminating) the potential for brand- or team-level errors (e.g. removing or resizing the logo, breaking required footer/unsubscribe links, etc.).

Remember, the digital experience is managed internally, but it's felt externally. All of the technology and strategy is for naught if the customer's experience is disappointing. The experience you create doesn't have to literally be delightful, but it at least has to be good/positive. Manifesting this requires more than simply connecting the pieces — companies must ready themselves to actively deliver on this experience for customers. This means thoughtful planning and preparation of segmentation, content, campaign business rules and internal team procedures and operations — all of which need to be ready to accommodate a range of user types, use cases and interactions that can occur around your brand. Companies have to be ready for each of these things, in varying orders and combinations, everywhere their customer is interacting with them.

Companies who prioritize their customer experience want to be spending less time setting up their marketing presence and more time marketing. How can marketing automation management make that process as fast as possible and make key contributors and management across all teams as confident as possible?

Enterprises Demand MAPs Provide a Deep Management Layer

Modern distributed enterprises experience scale in different ways. Companies like agencies and communications holding companies can be managing anywhere from dozens to thousands of brand teams. Whereas hotel groups may have fewer brands or business units, but each one possesses much deeper and broader databases. In both cases, while each team needs to have a certain amount of independence, it is important to maintain a certain amount of consistency. And it's absolutely critical that management have the right levers of control. Ideally, a company would present each of its teams with near-fully baked marketing campaigns (the structure, cadence, business rules, communications templates, etc.), tell them to customize those campaigns based on their respective brand/product/market/region, then press “go.”

SOURCE READING

3. Gartner, Gartner Survey of More Than 2,500 CIOs Charts the Rise of the Digital Ecosystem. October 2016.

MAP MANAGEMENT — DELIVERING SPEED AND CONFIDENCE TO DISTRIBUTED ENTERPRISES

It's almost launch day for a new product — time to begin marketing. In an ideal world, step one is simple: Somewhere at company headquarters, a marketing director clicks a single button to create a new instance of their marketing automation platform.

The director clicks a drop-down menu and clones the new instance from their existing master profile. It comes pre-populated with all of the assets that have already been approved for their existing product's marketing campaigns.

Because the parent company has already run successful campaigns for their existing product, the marketing director clones those campaigns as well and adds them to the new instance. The director can also clone every segment, email, landing page, business rule and report associated with those campaigns — or they can pick and choose which individual elements they need.

Once set up, the new product team's data becomes an important part of the overall picture. The company's primary instance of the marketing automation platform aggregates data from every connected product team and business unit to create a bird's-eye view of the entire organization. Alerting and monitoring features let the marketing director quickly pinpoint areas where KPIs are lagging or exceeding expectations. The director can immediately digest insights about marketing missteps or successes, and can instantly course-correct across the entire company network.

SO WHAT'S THE FASTEST WAY TO LEVEL UP?

Now is the time to add forward-looking capabilities to your stack. Marketing automation technology is showing strong growth with projections to reach \$25.1 billion annually by 2023 — clearly the marketplace is not yet saturated.⁴ The early adopters have been enterprise B2B companies, but with the technology becoming more affordable and accessible by the year, organizations across all industries and business models are realizing they can do more than just level the digital experience playing field; they can tip it in their favor.

CHOOSE ACQUIA CAMPAIGN STUDIO FOR A BEST-OF-BREED MAP AND INDUSTRY-ONLY MAP MANAGEMENT SOLUTION

Campaign Studio is Acquia's best-of-breed marketing automation platform with all of the features to help organizations extend and scale their business while maintaining complete control of their brand. Campaign Studio is designed to be spun off into multiple dedicated instances to accommodate multi-tenancy, and it can also be white-labeled and custom branded.

And Campaign Factory is Acquia's industry-first (and only) Marketing Automation Management solution, enabling organizations to quickly scale across additional teams, regions, business units, etc., clone entire campaigns or individual campaign elements across instances, and gain a single view of global performance.

\$25.1B

Marketing automation technology projected to reach \$25.1 billion annually by 2023.

SOURCE READING

4. **Martech Today**, First Forrester forecast for marketing automation finds it is still 'early innings' for adoption. May 2018.

To learn more about how Acquia can help transform your organization's customer experience, visit our website at acquia.com/products/marketing-cloud/campaign-studio or contact us at sales@acquia.com.

ABOUT ACQUIA

Acquia is the open digital experience platform for Drupal. We provide the world's most ambitious brands with technology that allows them to embrace innovation and create customer moments that matter. At Acquia, we believe in the power of community — giving our customers the freedom to build tomorrow on their terms.

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