

# THE POWER OF CREATIVE AND TECHNOLOGY: MARKETO AND ION INTERACTIVE INTEGRATION

A CASE STUDY

**Marketo**

**ion**  
INTERACTIVE



## THE BUSINESS AND CAMPAIGN GOALS

A company in the learning science industry wanted to **increase its product sales** to higher education institutions. Based on the time of year and seasonality of the product, Fathom developed digital integrated campaigns to **increase adoption** and **increase conversions from free trials to paid subscriptions**.



INCREASE  
**REVENUE**



INCREASE  
**ADOPTION**



INCREASE FREE TO PAID  
**CONVERSIONS**

## THE CHALLENGE

To help the client reach its revenue goals, Fathom's campaigns needed to reach two different audiences:

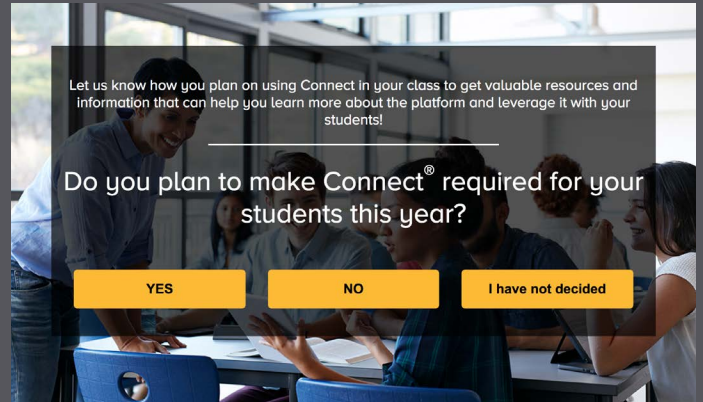
1. The initial user of the product
2. The end user of the product

The initial user has significant influence on the end user, putting immense pressure on the client to engage the initial user. Without the initial user's commitment to the client's product, the client can't reach the end user. To make the biggest impact on the initial buyer, Fathom needed to differentiate its messaging based on the initial user's decision of use of the client's product. However, the client relied on its sales reps to manually populate that information for hundreds of users, ultimately leading to inaccurate data.

## THE STRATEGY

Because the audience was current users, the first campaign was primarily driven by marketing automation with support from targeted social ads. The first send drove the user to an interactive assessment built in Ion Interactive. This assessment asked one simple question. Based on their response, they'd receive personalized information.

By integrating Ion Interactive with Marketo, Fathom was able to track how each user answered the assessment question without them filling out a form or otherwise feeling "marketed to."



Fathom then segmented the following emails and social ads based on their response to the assessment, along with other data points already stored in the client's Marketo system. The detailed segmentation allowed Fathom to deliver hyper-personalized content to the client's target audiences.

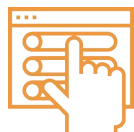
## THE RESULTS

By integrating Ion Interactive and Marketo, Fathom was able to **quickly and efficiently collect crucial data** for over 750 initial users that was previously collected slowly and inaccurately. This information has the potential to impact tens of thousands of end users of the client's product.

Fathom's personalized messages have also led to increased open rates and are delivering beneficial content the client's current users truly want.



**750+**  
DATA POINTS  
COLLECTED



**3:34**  
AVG TIME SPENT  
CONSUMING CONTENT



**21.2%**  
OPEN RATE

**"BEST EMAIL EVER! SYLLABUS LANGUAGE WIN!!!"**

*- Current User*