

How BigID Democratizes Data and Optimizes Campaign Strategy with RevSure

TOP BENEFITS:

Provided full-funnel visibility and allowed the team to mine a steady flow of insights

Enabled the team to be able to search with granular views to validate strategy

Empowered the team to drive their own programs and reduces time for the team as a whole

SITUATION:

Fast-Paced, High-Growth Tech Company

As a high-growth technology company in a competitive market, BigID’s marketing team moves quickly and wants to move even faster. But data siloed in separate systems and lack of campaign visibility across the whole team was preventing each member from driving their own programs to optimize strategy. The company wanted to ramp up its analytics capabilities to drive results more effectively.

CHALLENGE:

Democratize and Improve Speed to Intelligence

BigID’s marketing team wanted team-wide access to data and needed campaign information at a granular level to optimize marketing strategy. Campaign results, spend, and channel data were not integrated in a single place, and it was difficult to see at a glance what was working and what wasn’t without putting in extra manual effort.

Building reports was a mostly manual process that required going through multiple people and multiple systems—LinkedIn Ads, Google Ads, Salesforce, and more, requiring a multi-person undertaking to validate marketing strategy.

The company sought a solution to empower the whole marketing team with easy access to real-time campaign information and become a truly data-driven marketing organization.



BigID is a leader in data security, privacy, compliance, and governance; enabling organizations to proactively discover, manage, protect, and get more value from their data in a single platform for data visibility and control. Customers use BigID to reduce their data risk, automate security and privacy controls, achieve compliance, and understand their data across their entire data landscape.

BigID has been recognized by CNBC as one of the top 25 startups for the enterprise, has been named to the Inc 5000 and Deloitte 500 for three years in a row, and is the leading modern data security vendor in the market today. Its customers include a majority of Fortune 100 companies.

Headquarters

New York, NY, USA

Industry

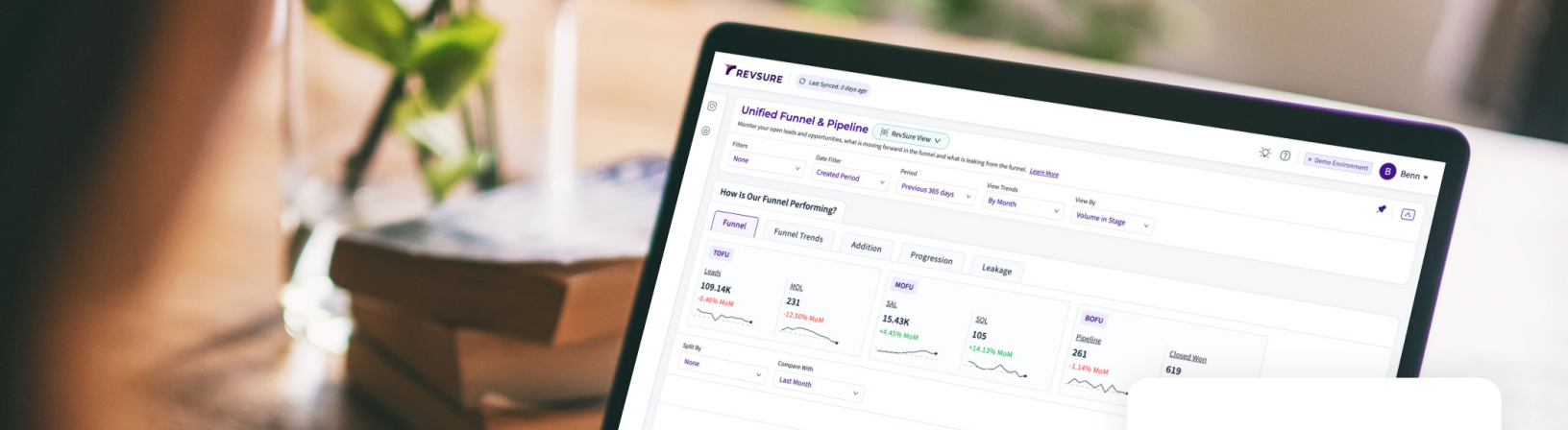
Technology

Company Size

400+ Global Employees

Website

bigid.com



SOLUTION: BigID Implements RevSure Full-Funnel Attribution Solution

BigID selected RevSure as its marketing attribution vendor and quickly gained the visibility it needed at the pace it required. After an hour in the software, the marketing team could mine a steady flow of insights.

“One of the biggest reasons we like RevSure is because it enables multiple people on the team to be able to look things up with granular views to validate strategy. It empowers them to drive their own programs, make recommendations, and it reduces time for the team as a whole to maintain a data-driven strategy,” said BigID CMO Sarah Hospelhorn.

“We had visibility, but it wasn’t democratized and I think that’s really important as a high-growth tech company. We move very fast. It’s important to me that my team is enabled and empowered to move quickly and make strategic decisions. A tool like RevSure makes all the difference in terms of that,”

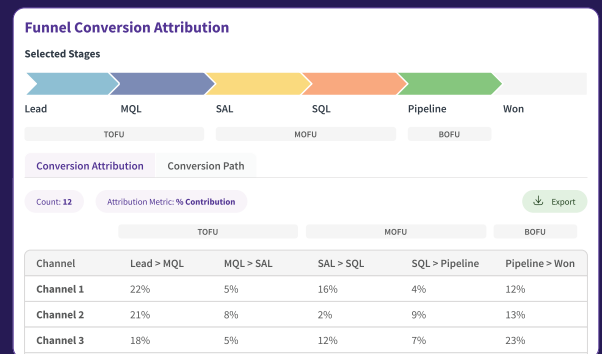
**- Sarah Hospelhorn
CMO, BigID**

Results: Empowered Marketing Team Gains Fast, Easy Full-Funnel Visibility

RevSure allows BigID’s marketing team to move as rapidly as it needs to, providing full-funnel visibility, and erasing the pain of relying on marketing operations, analysts, and manual digging through systems for insights. The marketing team can now look at multi-touch attribution methods and easily toggle between first touch, last touch, and any touch models. This provides tremendous value, allowing the team to analyze results, plan strategy, and see what worked and what didn’t quickly and easily.

The software integrates directly with BigID’s ad channels, making it easy to have a single source for everything from accurate spending to consistent campaign names. BigID’s demand gen team is able to view data by different channels down to the campaign level to mix and match for a more informed strategy and micro optimization.

“There are multiple people on our demand gen team who go into RevSure every day and can easily point and click and get what they need. That makes them more agile, and makes us more responsive and able to optimize our campaign strategies, which in turn drives growth across the entire business”



ABOUT REVSURE

RevSure is the only solution that enables modern marketing teams to build higher quality pipeline and crush their ROI through predictive intelligence, comprehensive funnel management, and full-funnel attribution. Learn more at www.revsure.ai