



# Uniting Sales and Marketing With Data For the Win

**CompareNetworks** 

## AT A GLANCE

**Company:**  
Technology

**Customer Since:**  
2011

**Solution:**  
Powered by GoodData,  
GoodData Platform

**Use Case:**  
Mobile Sales and Marketing  
Analytics for Customers

**Favorite Metric:**  
User Ranking

**Best Feature:**  
Customizability of Reports

### Results:

- ▶ Creation of a new line of business, and revenue
- ▶ 2 month self-service implementation with rapid time to value
- ▶ Customers enjoying improved marketing/sales effectiveness
- ▶ Customers able to make data driven budgeting decisions
- ▶ One customer reduced print costs by a full 50%

## Putting the Pieces Together to Form a Larger Picture

As a platform provider of an online comparative marketplace, designed to unite manufacturers in the lab, bio, pharma, dental and ophthalmology space with potential buyers, CompareNetworks already understood the importance of data. Not only had they been leveraging GoodData themselves to evaluate platform performance, they were also using it to demonstrate the value of their solution to customers. Says John Trefethen, Product Director for Mobile Platforms, "We're very data driven. Our whole business model is based on introducing potential buyers to the best manufacturing partners and products on the market, via a simple, intuitive online user experience. So it's absolutely essential that we're able to show the value of our site to drive revenue back to the manufacturers. Data informs every aspect of our business."

By 2012, CompareNetworks had established a polished and effective online marketing vehicle, successfully connecting close to 1000 manufacturers with potential customers. But they knew that – while digital marketing plays a critical role in introducing their customers to prospects – there's another part of the equation that's equally important. The sales process. They realized that, after the handoff to sales, their customers' marketing departments were losing visibility into how their assets were performing as prospects moved through the buyer's cycle. Without a full picture of the success of their content at all stages of the customer journey, marketers couldn't optimize materials to meet their buyers' and sellers' needs. Within this gap laid the opportunity to deliver more value to customers, while creating an additional line of revenue for CompareNetworks.

They soon set out to launch imSMART, an interactive mobile tool for iPad that closes the gap between sales and marketing, delivering the most up-to-date content to sales people, while also providing automated reports to marketing that keep them up to speed on asset use. As part of the launch, they had to have a partner that could power the analytics component of the solution.

## Building a Partnership Based on Transparency and Commitment

CompareNetworks had already been working with GoodData for some time, so growing the partnership made perfect sense. They needed a partner who could deliver a cloud-based, omni-present analytics solution that would work both online and mobile. Ultimately, they chose GoodData not just because of the existing relationship and the great support they had become accustomed to, but also because of the open nature of the platform, and the flexibility and power it offers throughout the ETL process. Not to mention, the incredible visuals. As John explains, "GoodData is an all around great product. Visually speaking, it makes sense. GoodData is able to break down complex numbers and relationships into intuitive, insightful graphs."

“GoodData is one of the highlights we sell on. It’s a strength that we partner with GoodData to offer the best analytics in the business.”



**John M. Trefethen**  
Product Director | imSMART  
CompareNetworks, Inc.

CompareNetworks Asset Usage  
Dashboard.  
All data has been genericized.

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In less than two months, CompareNetworks was able to integrate GoodData into the imSMART mobile sales enablement platform, without hiring any additional staff. The final product, with full analytics capabilities, gives sales the power to highlight their products in a more dynamic way, while providing marketing a deeper understanding of how their marketing assets are being used and shared—so they can make informed decisions around campaigns, materials and budget allocation. Says John, “With GoodData, we are enabling our customers to gain insights they’ve never had. Before they were blind to how their materials were being used.”

## Closing the Gap Between Sales and Marketing Activities

Customer response to imSMART has been overwhelming. Trefethen notes several customers have completely reallocated their budget based on the insights delivered via the platform. One customer reported an immediate reduction of almost 50% in printing costs. “When they renew their budget cycles they look to the use of their assets and that’s where they focus their spend. They’ve changed their workflow based on what imSMART combined with GoodData tells them,” John states.

Other customers are delighted with how robust capabilities of the software allow them to innovate in new ways. One particular customer wanted to dig deeper than just asset use within imSMART, doing stack rankings across regions and a total of 16 countries. John confirms, “GoodData’s analytics capabilities allowed them to get that data. With the open analytics platform, you can do pretty much anything.”

John and CompareNetworks are excited about the possibilities that lie ahead to bring buyers and sellers together in completely new ways, tracking the performance of a marketing campaign and the process of a sale as the customer moves through the pipeline. Says John, “That’s profound insight. As a partner, GoodData has the ability to make this a reality.”

