

# CASE STUDY: XERO

## About Xero

Founded in 2006 in New Zealand, Xero is one of the fastest growing software as a service companies globally. Xero provides beautiful cloud-based accounting software that connects people with the right numbers anytime, anywhere, on any device. For accountants and bookkeepers, Xero helps build a trusted relationship with small business clients through online collaboration. They help over 1.5 million subscribers worldwide transform the way they do business.



**“One of the key benefits to working with Marrina Decisions is never having to think about whether we have to hire another person. I could always pick up the phone when I needed to get something out the door. I’m grateful that Marrina Decisions was able to turn on a dime.”**



**MEI HUANG**

(Senior Manager Marketing Automation - Americas for Xero)

## Challenges

In 2014, as the company was scaling its next phase of growth, Xero needed some Marketo Support in Campaign execution and overall Marketing Technology Strategy. Marrina Decisions stepped in getting the Xero Marketing function back on track quickly and becoming an extension of their team.

**“We needed Marketo functioning and optimized to scale when we started evaluating Marketo experts. After evaluating multiple Marketo agencies, we chose Marrina Decisions because they have a standardized approach for implementing Marketo that appealed to us”**

**MEI HUANG**

## Solution

The project was a blend of Marketing Technology Strategy and Ongoing campaign execution for which 3-4 resources from Marrina Decisions provided the following services:

- Provided closed loop funnel strategy
- Created comprehensive funnel visibility that ties revenue to lead source and marketing contribution
- Optimized global campaign management
- Managed Marketo instance with scalability in mind
- Collaborated with content and other digital marketing teams
- Realized marketing operational excellence with best practices and strategic advice

**“They were 100% an extension of our Marketo operations and managed campaign execution from start to finish on the operation. But the icing on the cake was when they helped in building our Marketing Technology and streamlined our strategic initiatives, including building Sophisticated Lead Nurture tracks”**

**MEI HUANG**

## LEARN MORE ABOUT MARRINA DECISIONS

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