

ARCOS drives emerging markets pipeline using Company Surge®

Expanding into new growth markets

ARCOS is the leading cloud-based resource management platform for the utility industry in North America since 1993.

Realizing that other industries may have similar needs for their solution, ARCOS expanded their offering to oil, gas and manufacturing industries in Q1 2019 to grow their business.

'Traditional marketing tactics' failed to generate pipeline

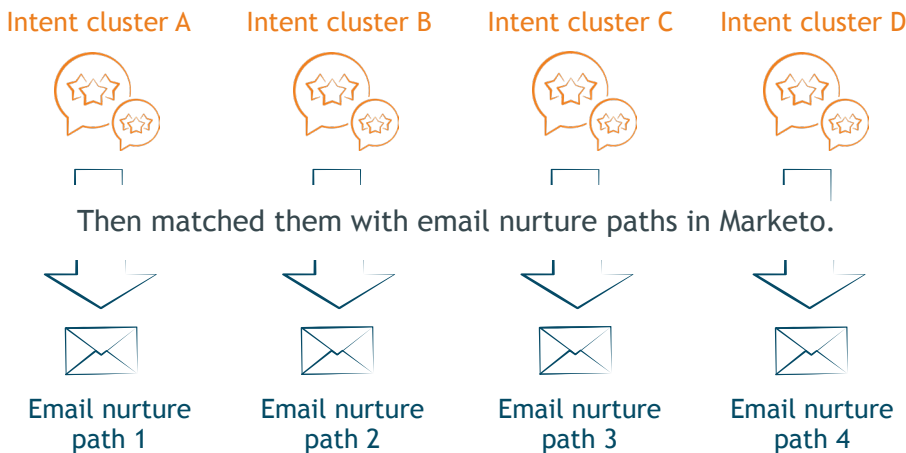
ARCOS had aggressive expansion goals and few resources for demand generation. 'Traditional marketing tactics' like list buying were not generating conversions or sales pipeline in emerging industries. ARCOS needed to find a new way to identify interested buyers.

"We were not converting leads, so we started looking at intent-based marketing, trying to listen to the market and identify prospects early in the buying process," says Lisa Steinhart, VP of Marketing and Product.

Building nurture programs and pipeline using Company Surge® growth package and Marketo integration

After assessing multiple providers, ARCOS selected the Company Surge® growth package and the Company Surge® for Marketo integration.

ARCOS created four distinct Intent topic clusters based on product use cases:



Target businesses interested in a relevant cluster were auto-added to the email nurture path. If they took an action, ARCOS gave them a call.

"Intent data has helped us build an amazing pipeline and contributed to us achieving 200% of our Q1 goals even with the COVID-19 pandemic. The impact from the first two months of the year made up for the March shortfall and resulted in us exceeding our goals."

Lisa Steinhart
VP of Marketing and Product

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“We were able to test the data and it was stronger than competitors. The team at Bombora was more transparent about the data source, much easier to communicate with, and we saw impact quickly.” said Tyler Jack, Lead Generation Specialist.

Tremendous Company Surge® impact after one quarter

After just one quarter (Q1 2020), there has been tremendous impact on website traffic, lead conversions and sales pipeline contribution from emerging markets.

Most significantly:

- **120% Increase in website traffic**
- **34% of leads in the first 90 days came from Company Surge® data**
- **From nearly no lead conversions in Q1 2019 to 17 in Q1 2020**
- **Contributed over \$13 million in sales pipeline**

The next phase for ARCOS' Intent data journey

ARCOS plans to expand Intent data activities and explore other emerging industries.

Expansion opportunities include:

- Creating Company Surge® reports for each sales person to have visibility into their target accounts and tailor talk tracks based on Intent topic interest
- The COVID-19 pandemic caused a decline in target industry businesses researching ARCOS' Intent topics. However, Intent data has highlighted other industries like healthcare that are interested in their offerings. ARCOS plans to explore expansion into other industries
- Grow the ARCOS demand generation team significantly in 2021 to support emerging industries and expand intent marketing programs

“We've learned so much about our market. There are other industries like healthcare that could really use our solutions that we've been able to pinpoint using Intent data. We plan to use intent-based marketing to go after some of these other industries in the future.”

Lisa Steinhart
VP of Marketing and Product

For more information please visit bombora.com or arcos-inc.com

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