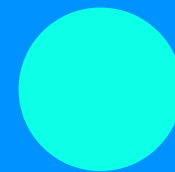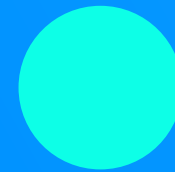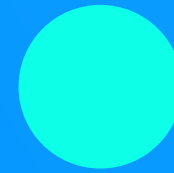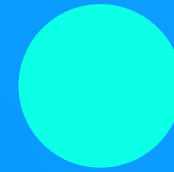Pipeline360
Powered by Integrate

Case Study

How Fivetran Closed $2.3+ Million in New Enterprise Business with Pipeline360

THE CHALLENGE

A Behind-the-Scenes Solution and Long Evaluation Process Calls for Complex Targeting

Fivetran is a data movement platform that automates the most time-consuming parts of the extract, load, transform (ELT) process, so analysts and data engineers can focus on modeling and analyzing data rather than stressing about whether it's reliable. With 300+ pre-built, no-code source connectors to create reliable data pipelines, and 99.9 percent uptime across one million daily syncs, Fivetran is the unparalleled leader in cloud data movement.

Fivetran works firmly behind the scenes, which presents a unique challenge for Lauren Begleiter, Manager of Global Integrated Marketing. Anyone who isn't building a data pipeline likely won't understand — or even know about — the undeniable value of Fivetran. "If Fivetran is working well at a company, most people won't know it exists," says Lauren.

Fivetran's recent shift from focusing on small- and mid-sized businesses to serving enterprise customers has added another challenge for Lauren: The product evaluation process at an enterprise organization can take six to twelve months. So, Lauren is constantly seeking out ways to reduce evaluation time by turning individual enterprise users into champions that garner wider buy-in for Fivetran across the organization.

To solve these challenges, Lauren needs to leverage complex targeting and account-based marketing to put Fivetran in front of data pros who will adopt and evangelize the platform. The solution that help Lauren accomplish this is Pipeline360, powered by Integrate.

7%

Deal durations are extending: the number of deals opened in July that closed by year-end dropped from 68% in 2020 to 61% in 2022, a 10.3% decrease in overall deals closed.
– Gong

72%

Account-based marketing delivers 72% higher ROI than other types of marketing.
– Momentum ITSMA

THE SOLUTION

Reliable Data and Quick Pivots Help Fivetran Keep the Pipeline Full

Lauren started using complex targeting with Pipeline360 to create a steady influx of leads who fit Fivetran's ideal customer personas. Lauren knows the lead data she receives is trustworthy and much more reliable than form fill methods, which enables her team to spend their time trying to convert leads rather than trying to qualify them.

"We've continued to leverage Pipeline360 because we see clear ROI and we're happy with the quality of our partnership. We see no need to even consider another solution because Pipeline360 has helped us accomplish everything we've wanted."

Lauren Begleiter
Manager of Global Integrated Marketing
Fivetran

Fivetran Partners with Pipeline360 Professional Services to Move Quickly

The support Fivetran has received from Pipeline360 Professional Services helps Lauren stay nimble. Immediate feedback and changes enable her to pivot quickly — a crucial skill in the fast-paced database industry, which has high attrition rates and can turn on a dime. Working in lockstep with Integrate allows Lauren to consistently meet her revenue goals so Fivetran can capture even more market share.

"The Pipeline360 team has worked hard to create strong relationships with our team. We need complex targeting solutions so the more a vendor understands our business, the more willing we are to work with them — and Pipeline360 has shown they're investing in the relationship and able to pivot with us as necessary."

Lauren Begleiter
Manager of Global Integrated Marketing
Fivetran

THE RESULTS

Fivetran Gains $2.3 Million in New Business and Influences $21 Million More

A steady stream of excellent leads lets Lauren and her team stay laser-focused on conversion, and Lauren is happy to report that the leads are high converting. In fact, she's so successful that Fivetran's leadership has given her the green light to double down with Pipeline360. The Fivetran pipeline is full, and Lauren is thrilled with the results.

$21M
in new business influenced

$2.3M
in closed-won business

50,000
leads in the pipeline

Pipeline360

Powered by Integrate

The Time for Pipeline360 is Now

Let our team of experts help you connect with buyers on their terms. We offer a world-class content syndication and display advertising solution, Pipeline360, which enables experienced campaign strategists to align with global media partners to produce turnkey demand programs that deliver quality, compliant, marketable leads.

Pipeline360 is a scalable solution for B2B Marketers. In today's resource-strapped and data-driven environment, Pipeline360 helps you:

- Extend the reach of ABM content.

- Respond to purchase intent signals.

- Fill buying group gaps in your database.

- Identify active buying groups for sales.

Join thousands of B2B marketing professionals who rely on Pipeline360 powered by Integrate to target in-market buyers and activate campaigns.

Learn more