



CASE STUDY

LifeLock's B2B leap: Funnel magnetism locks up leads

elevationb2b.com



elevationmarketing

BACKGROUND

Expanding from a B2C to a B2B2CB business model

LifeLock Inc. is an identity-theft protection company founded in April 2005. The company went public in October 2012 and was acquired by Symantec in 2017.

In addition to providing branded identity theft protection, LifeLock also offers fraud mitigation tools (ID analytics) direct to consumers. The company uses a mix of proprietary and third-party monitoring tools against which they map member information in order to identify potential instances of fraud.

As LifeLock sought to expand its offerings in the B2B arena, they needed a solution in place for **managing volumes of business inquiries and B2B leads**

When LifeLock decided to expand operations beyond its core business of consumer identity-theft protection and move into the enterprise sector, the company turned to Elevation Marketing to grow its Business Solutions division. The goal was to drive enterprise

channel sales and strategic partnerships (B2B2C) through online lead generation.

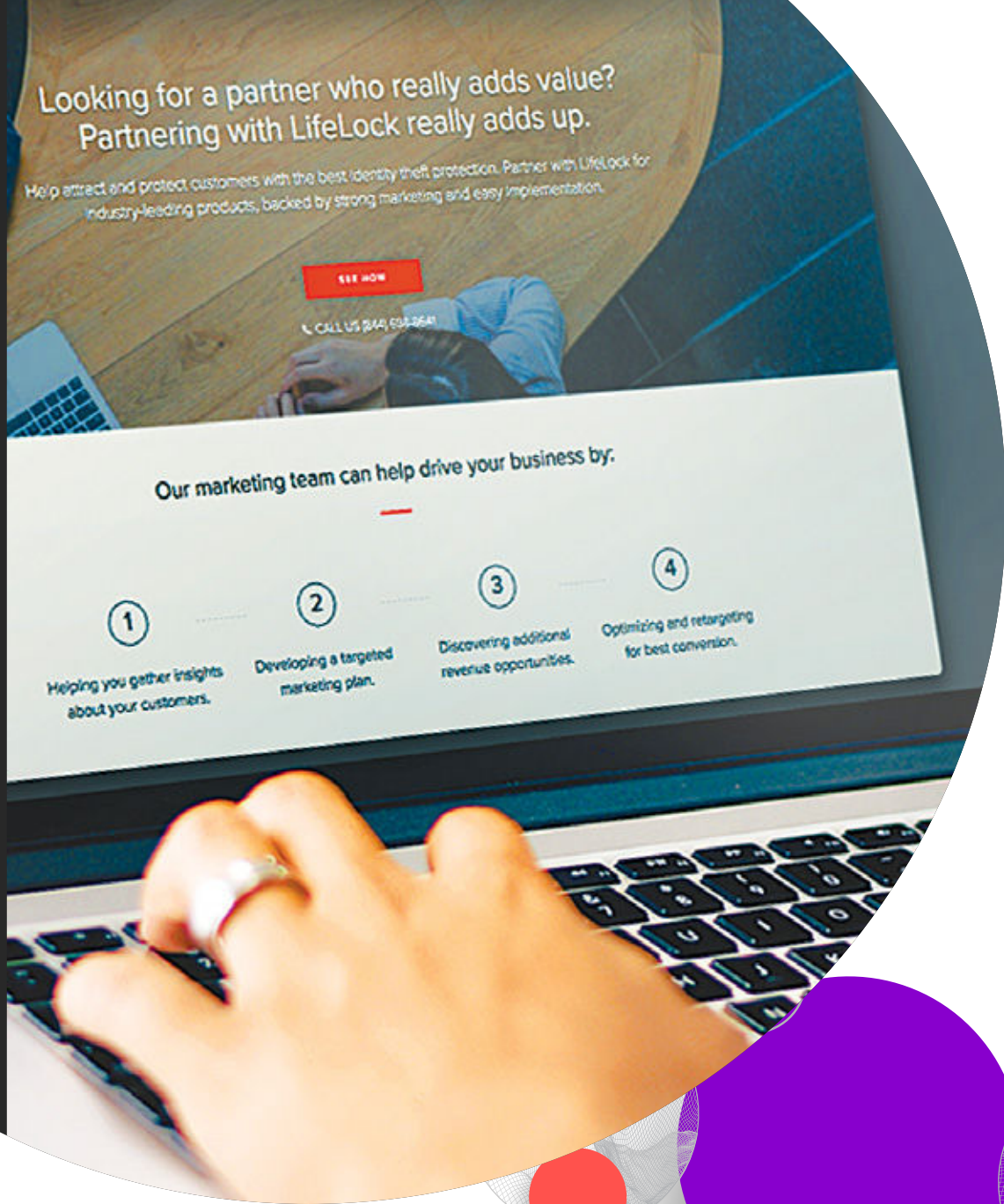
The company aimed to encourage more businesses to supply LifeLock as part of their value and services offerings. Target verticals included: Employee

Benefits, Affinity Programs, Data Breach Solutions, Financial Solutions, Insurance Providers and Subscription Services.

As LifeLock's partner in B2B marketing since 2011 — and coming off of the huge success of LifeLock's latest "Anywhere, Everywhere" campaign — Elevation Marketing was tasked with driving qualified leads and developing the integrated workflows to nurture, score and manage leads through the company's segmented sales teams.

LifeLock has created what is arguably the most loyal following in their industry. On average, **the company yields \$100 million in quarterly sales** attributable to unparalleled customer retention rates. Since its inception, the identity-theft prevention company has experienced **36 consecutive quarters of growth.**





CHALLENGE

Better data for better lead gen, nurturing and ROI

With the tremendous success of the launch of their enterprise solutions, LifeLock was eager to begin aggressively scaling their lead generation efforts. The proven concept was ready to be extended to additional verticals and new audience segments. However, the early phases of the campaign had also demonstrated the critical need for optimization in a number of key areas.

LifeLock required a somewhat complicated workflow to move leads through the sales funnel, including stand-alone partner and marketing portals that required separate logins, which created a less than ideal user experience. And having multiple dispersed data sources required manual employee input along the way.

While LifeLock’s enterprise offering is relatively universal, there remained a relatively small degree of overlap in solution-based messaging required for each audience. As a lead moved further into the funnel, a higher degree of personalization was required in order to better educate and position LifeLock’s value proposition against competitive offerings.

This meant new creative and a more comprehensive digital media strategy. But with new creative, expanding media channels and bigger spends, comes more scrutiny and the need to actively demonstrate ROI.

This need for greater personalization extended beyond messaging for lead generation. While sales had effectively scaled to meet demand, the complex nature of the leads required better structure to more efficiently manage larger corporate opportunities through extended sales cycles. Early leads were getting caught in the funnel at various stages. Adding more audiences to the mix would only increase the need to optimize engagement throughout the sales process, properly score leads to trigger the appropriate sales response and actively fine tune ads, content and branded touchpoints to deliver a more effective solution from awareness through to close.



PHASE 1

Customer
Journey

PHASE 2

MarTech
Optimization

PHASE 3

Enhanced
Media
Rollout

STRATEGY

Optimizing B2B customer acquisition with a full-funnel solution

LifeLock wanted to accelerate the conversion process of its enterprise offerings, and needed a more streamlined, B2B online sales funnel in order to accomplish that goal.

Elevation Marketing took a **three-phased approach to delivering a better digital media ecosystem for LifeLock.**

Phase 1: Customer journey

On average, most B2B buyers require anywhere from six to fourteen touchpoints with a brand before they convert to leads. But not every touchpoint carries an equal weight. Passive touchpoints support awareness, recall and recognition, whereas active touchpoints can motivate dedicated business actions that move an opportunity through the process of converting to a lead.

Through historical data and collaborative reviews with LifeLock, Elevation created an omnichannel strategy that aligned each phase

of the customer journey to audience profiles, strategic messaging, creative and channels. This framework became the guide for the development of all critical resources necessary to drive the campaigns.

From ads, content and emails to outbound calls and touchpoint frequency per channel, the strategy mapped each touchpoint to ensure consistency and the automated evolution of each facet of the campaign as individual opportunities moved through the funnel.

PHASE 1

Customer Journey



PHASE 2

MarTech Optimization

Phase 2: MarTech optimization

With the number of datasets and inputs growing, isolating variables to capture meaningful insights required a robust multi-attribution model. This would enable Elevation and LifeLock the capabilities to structure and stratify data to inform campaign decision-making in real time, effectively seeing what was working, when it was working and what was not.

Elevation Marketing developed a full CRM and marketing automation solution that combined the power of Salesforce with the muscle of Marketo. The inbound-marketing automation solution transformed sales performance by offering integrated CRM, email marketing, lead nurturing, lead scoring and grading, as well as social prospecting capabilities.

In addition, a redesign of the MarTech stack and website integration, both the self-service enrollment portal and partner marketing portals were developed for integration into Salesforce. All of LifeLock's business solutions are now accessible from a single point of entry.

Marketo integration allowed LifeLock to track and promote leads. After integrating Marketo with Salesforce, Elevation implemented the automated routing of prospects and leads, ensuring potential partners were properly guided through the sales funnel and served to the right sales team. Automating lead generation activities also meant less employee intervention and more accurate reporting on everything from ROI to ROAS.



Phase 3: Enhanced media rollout

With the infrastructure optimized, Elevation executed an omnichannel campaign that leveraged audience research with our performance driven planning framework. This end-to-end, multichannel approach allowed Elevation to surround opportunities with content, communications and touchpoints that provided personalized, relevant and customized engagements dependent on an opportunity's location within the sales funnel.

Programmatic, search, display, native, and social campaigns targeted potential buyers through intuitive touchpoints, working together to enhance clarity of messaging, response rates and reduce ad fatigue, commonly associated with poorly integrated programs.

Campaigns included automated follow-ups and retargeting which delivered content designed to address objections, create urgency and increase perceived value. Content was tailored to match each buyer persona, industry and pain points. For example, the Data Breach vertical received customized messaging related to education on the devastating effects of data breach and how to retain customers' trust by offering identity protection.

Customized content and creative were distributed based on triggers and associated scores mapped through workflows in Marketo. In so doing, LifeLock created personalized content journeys that ensured each user received information that was most relevant to each stage of his or her unique decision-making process.

With Marketo, Salesforce and Google Analytics integration, LifeLock is better able to split test creative, monitor content reach, engagement and conversions in a closed-loop reporting environment. Using this approach allows LifeLock teams to better understand their ecosystem and how to drive sustainable success.

PHASE 3

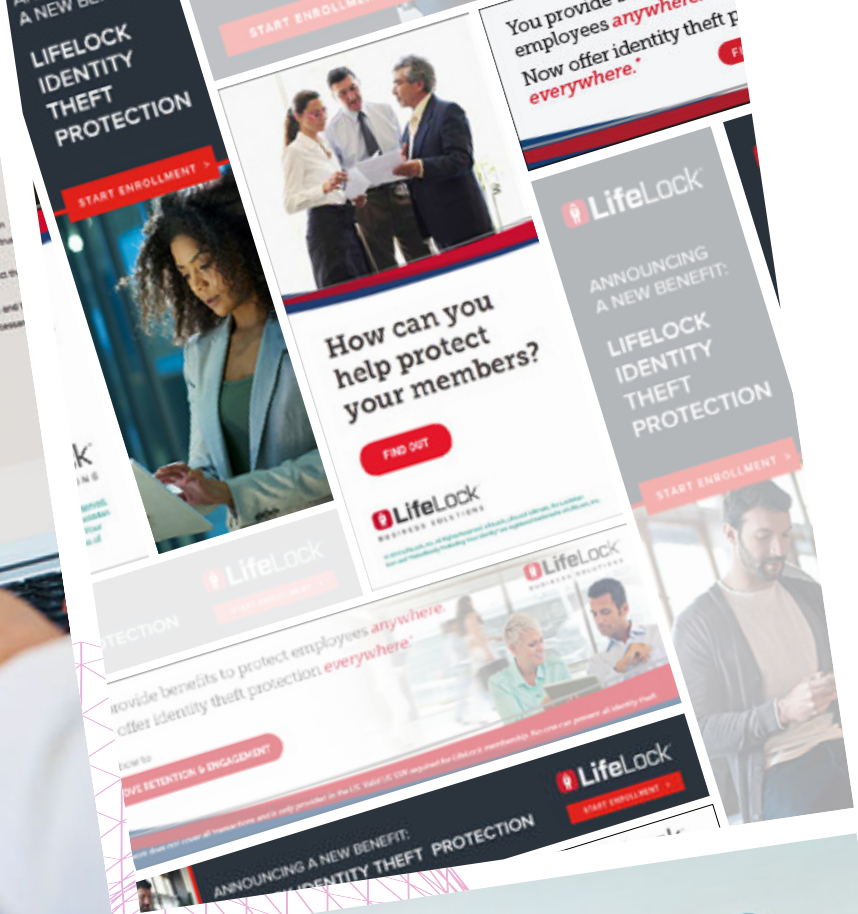
Enhanced Media Rollout



Elevation Marketing built us a remarkable platform for disseminating marketing information and resources to both leads and partners. The integration of Marketo and Salesforce really helped us with gathering data throughout the customer life cycle; moreover, it ensured that **lead data is immediately available** for action by both sales and marketing. "

— Stephanie Zembal,
LifeLock Sr. Director of Marketing

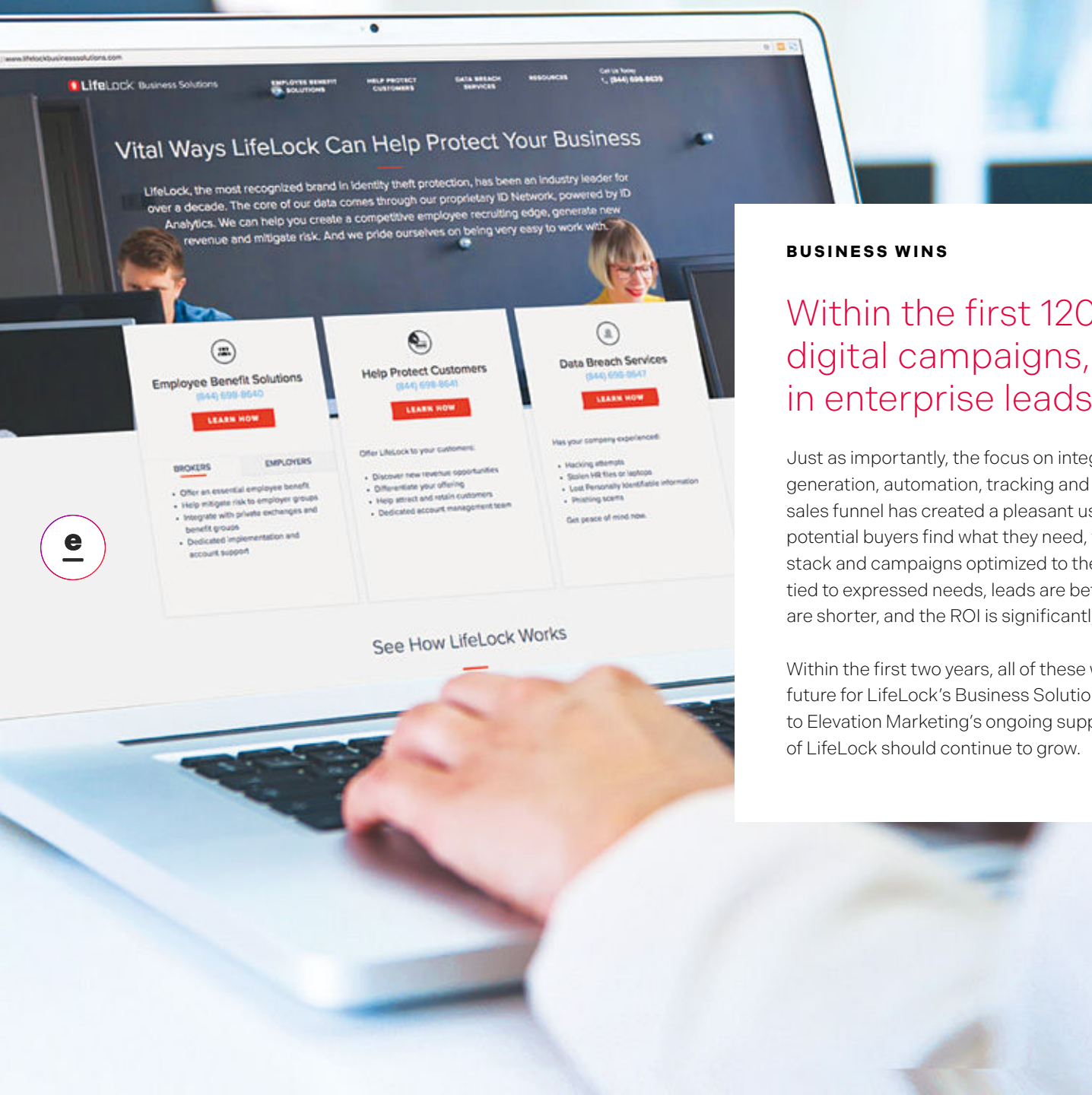




DELIVERABLES

- Enhanced messaging strategy
- Website conversion and search optimization
- Buyer-centric content including white papers, case studies, articles, use cases, ROI calculators, resource guides and broker tools
- Refreshed creative for programmatic, display, native, social and traditional ads
- Full website, salesforce, and marketo integration
- Campaign workflow strategy and configuration
- Scoring, workflow automation, custom personalization, lead nurturing
- Media buying (\$11M+)
- KPI weekly tracking report

475% increase in unique page views



BUSINESS WINS

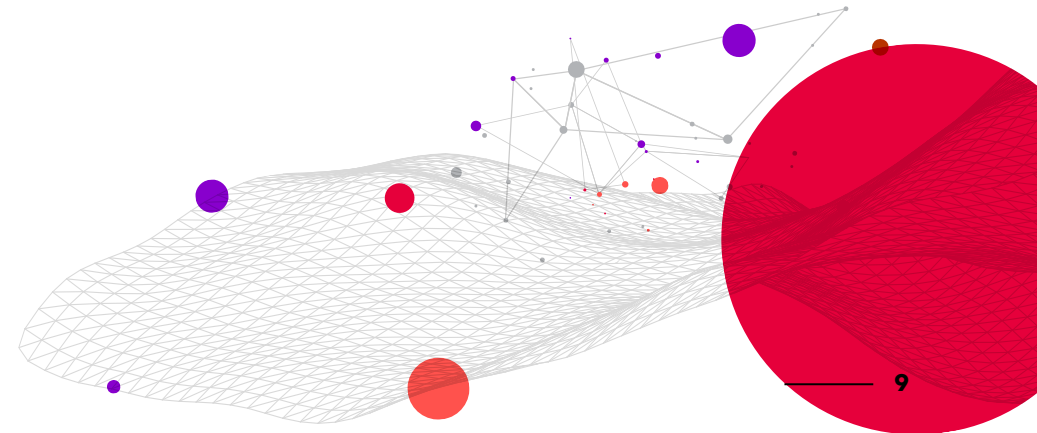
Within the first 120 days of the launch of the website and digital campaigns, LifeLock experienced a **54% increase** in enterprise leads

Just as importantly, the focus on integration of lead generation, automation, tracking and direction into the proper sales funnel has created a pleasant user experience that helps potential buyers find what they need, faster. With a MarTech stack and campaigns optimized to the customer journey and tied to expressed needs, leads are better qualified, sales times are shorter, and the ROI is significantly better.

Within the first two years, all of these wins predicted a bright future for LifeLock's Business Solutions division. And, thanks to Elevation Marketing's ongoing support, the enterprise side of LifeLock should continue to grow.

The LifeLock Business Solutions website has enjoyed several successes thanks to an inbound-ready, user-centric web design enhanced with Salesforce integration.

- Within 24 months, LifeLock's annual membership subscription rate for enterprise clients exceeded the consumer side subscription rate.
- 54% increase of enterprise leads within the first 120 days of the launch of the campaign.
- Delivered an 8:1 ROAS over the first year of the campaign



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

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Business Journal
Top 20
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