

Behind the Scenes:

A Database Cleanup
Success Story

CASE STUDY



The Client

In this success story, our client is a trailblazer in designing workforce education programs. But they're doing more than just creating programs—they're building futures. Our client believes in harnessing the power of education to spark career growth and drive tangible results for businesses.

In a constantly evolving world, our client's vision is to equip employees with the in-demand skills organizations need, both today and tomorrow. **They create customized learning pathways through strategic partnerships with leading academic institutions, tailoring each plan to industry-specific and role-specific requirements.**

The Problem

Our client hit a significant roadblock in July 2022. Their database—a critical asset—was in turmoil.

To be more specific:

- **Junk values cluttered their system**
- **Marketable leads were drying up**
- **They had reached the limit of their Marketo database size**

Imagine navigating a ship in a turbulent sea of data with no compass. That's where our client found themselves.

They also battled an incessant duplication problem. Whenever they deleted a duplicate lead from Marketo, a "clone" popped back in from their Salesforce CRM—thanks to a bidirectional sync rule.

What our client needed was a thorough cleanup—a way to identify the non-marketable leads so they could suppress and delete them. However, our client lacked the time and the expertise to do so. That's when they turned to MAC for a solution.



The Solution

MAC swooped in to bring order to the chaos.

Our first step on the database rescue mission was to create a comprehensive report, zeroing in on non-marketable leads, a.k.a. ones that:

- **Had been inactive for the past 6 to 12 months**
- **Previously hard or soft bounced**
- **Did not make the cut based on the client's lead scoring criteria**
- **Refused to sync with the CRM**

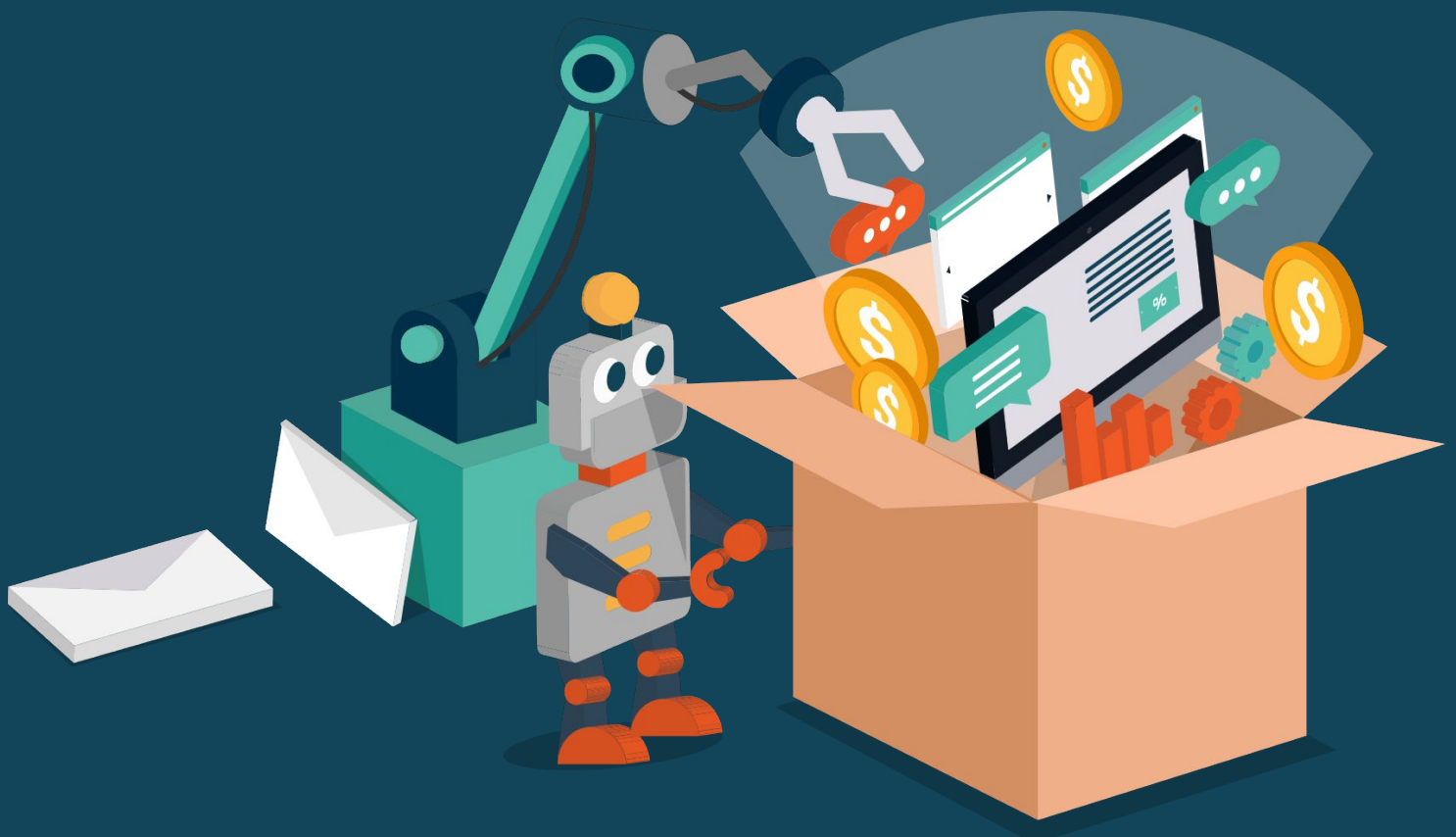
Using our database audit tools, we also identified the reasons behind each lead's classification. We discovered a group of marketable leads with a "0" or "less than 0" score and immediately proposed strategies to reengage them.

Next, it was time for a database cleanup. We joined forces with our client to purge undesirable leads by running a deletion campaign to eject them from the database.

We dug deep to find the root cause of the head-scratching duplication issue. We recommended the application of the sync filter "Do Not Sync to Marketo" in Salesforce. To tackle the existing duplicates, we suggested a manual in-house deduplication, ensuring we stuck to the client's budget constraints.

But we didn't stop there—we also created suppression and static lists to hold back duplicate leads. We set up a custom field and boolean value to suppress these leads further.

Finally, to keep the newly tidied database from descending into disorder, we set up a recurring monthly cleanup campaign with Marketo automation. The client will receive a subscription report three days before each cleanup. In other words, they'll have a chance to review the leads lined up for deletion before any automation occurs.



The Outcome

Our client reaped immediate, tangible benefits from our data cleanup initiative:

- **With a smaller database size, our client enjoyed a lower overall cost for their Marketo platform**
- **Their email deliverability skyrocketed, fueling campaign performance and driving engagement.**
- **Their personalization capabilities improved after removing duplicate leads. This eliminated the possibility of having one lead with multiple customer journeys.**
- **Our client's lead scoring model became more accurate. They could identify true MQLs and hot leads with ease instead of worrying about tracking down duplicates.**

We provided our client with reports that empowered them to make data-driven decisions. The recurring cleanup campaign we implemented keeps the client's database squeaky clean.

Today, our client enjoys a leaner budget and more valuable time back. Their refreshed database functions seamlessly. Now, that's what we call a success story!

Do You Need Help Measuring the Performance of Your Organization's Multichannel Marketing Strategy?

Our experts at MAC can help you implement an effective tracking and measurement system for all your digital marketing initiatives.

With our expertise in Marketo and other marketing automation platforms, we can provide end-to-end solutions to help your organization accurately measure and optimize the performance of your marketing campaigns.

Contact us today to learn how we can assist you in achieving success through intelligent, data-driven multichannel marketing strategies!

Maximize Your ROI with MAC!

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