

Case Study



Industry Stage Goal

Software Start-Up Growth

The Pliant Automation & Orchestration Platform simplifies how operations and engineering organizations build, deploy, and unify automation. Pliant's highly scalable, flexible automation technology enables organizations to accelerate otherwise manual and time-consuming functions.

What We Did

- ◆ Marketing Tech Stack Optimization & Integration
- ◆ Lead Scoring Model
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Content Marketing
- ◆ Full Funnel Attribution
- ◆ Website Conversion Optimization
- ◆ Sales Enablement Strategy
- ◆ Marketing Operational Strategy

Details

Pliant saw the value in designing a strong foundation of tailored marketing campaigns leveraging a multitude of digital marketing channels. They just needed help getting started.

Once we joined forces, we immediately aligned sales initiatives to the goals of our marketing campaigns to effectively juice their pipeline. Through uncovering opportunities to segment their database based on behavioral attributes, developing personalized content designed to propel leads through the purchase journey, and positioning the product in a new way we made an impact after just one calendar quarter.



68% uptick in monthly MQLs sourced through nurturing campaigns.



6x increase in SQLs uncovered and accepted through marketing efforts.



Nearly 20% of quarterly pipeline sourced through top-of-funnel digital marketing.



Chris Rohter,
VP Marketing @ Pliant

“Möve Marketing was an agency in place prior to my arrival at Pliant, but it didn't take long for me to realize that if the decision had been mine to make, I would have hired them myself. The marketing services they provide afford us flexibility as we grow, and confidence knowing that all of our demand gen, nurture, social, and operations needs are met. More than just a tactical extension of the team, Kaitlyn and team bring strategic thinking to the relationship.”