

DoubleClick Increases Marketing Effectiveness and Operations With the AppExchange



DoubleClick

www.doubleclick.com

Industry

Communications & Media

Profile

DoubleClick is a provider of digital marketing technology and services, with expertise in ad serving, rich media, video, search, and affiliate marketing.

AppExchange Applications

ExactTarget
Services Project Manager
LinkedIn
Mass Update Contact Address

Supported Processes

Demand Generation
Professional Services
Sales Intelligence
Administrative Tools

“The great thing about Salesforce and the Force.com AppExchange is that administering the application is not about being technical. It’s about business process management.”

— Nicole Widder
salesforce.com Administrator

Business Situation

DoubleClick, a leading provider of digital marketing technology and services, has installed applications from the Force.com AppExchange to add functionality and extend Salesforce to provide additional support for sales and marketing. DoubleClick execs regularly turn to the software-as-a-service (SaaS) marketplace whenever they need new tools to simplify business processes and help employees be more efficient.

Background

DoubleClick is a leading provider of digital marketing technology and services. The world’s top marketers, publishers, and agencies use the New York-based company’s expertise in ad serving, rich media, video, search, and affiliate marketing to help them make the most of the digital medium.

When DoubleClick needed a CRM solution that would provide a centralized repository for customer information and scale globally, the company selected Salesforce Enterprise Edition. Since that time, DoubleClick has added applications from the Force.com AppExchange to boost marketing and simplify business processes.

It’s easy to test drive and install new SaaS applications on the AppExchange. With just a few clicks, DoubleClick can deploy new tools to more than 400 sales, marketing, operations, finance, and consulting Salesforce users. Nicole Widder, Salesforce administrator for DoubleClick, has added applications for project management and demand generation, and automated administrative tasks so employees can spend more time focused on the business.

Email Marketing

DoubleClick needed an email marketing solution that was compliant with CAN-SPAM regulations governing the use of commercial email. The company also wanted seamless integration with Salesforce for better targeting and more detailed reporting.

Widder found ExactTarget, a popular email marketing solution available on the AppExchange. The SaaS tool includes everything users need to create, deliver, and track compelling email campaigns. It also allows users to view real-time tracking information for mass emails over time, including open, bounce, and click-through statistics at lead, contact, and aggregate levels.

DoubleClick can now easily push out all its mass email and newsletters through Salesforce and more effectively track campaign results. “We use both individual results as well as aggregate tracking results, which have provided increased visibility,” explains Widder. Also, the marketing team can use reports in Salesforce to generate mass emails, minimizing the risk of emailing customers who have opted out.

Services Project Management

DoubleClick’s Global Technical Services (GTS) group was using three separate systems to manage projects and needed to streamline operations. Sales reps were having trouble determining which forms and systems to use to log pre- and post-sales consultant requests. Once again, Widder looked to the AppExchange for a solution.

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— Nicole Widder
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With Services Project Manager, available for free from Salesforce Labs, professional services and consulting organizations can manage their projects from a single location so resources are used efficiently. Now, there is just one central form sales reps can use to log feature requests. Once complete, this form is routed to the appropriate consultant based on workflow. DoubleClick has customized the form so it shows only those fields that are appropriate for particular teams and territories. “This has been a very popular app,” comments Widder. “More and more groups want to use it.”

Business Networking

DoubleClick sales reps also wanted an easy way to access contacts and background information from LinkedIn, an online network of more than 20 million professionals from around the world.

Widder installed LinkedIn for the AppExchange, also available for free from Salesforce Labs. The tool lets users access contacts and leads in LinkedIn based on title, name, and company—right from within Salesforce. It also helps users find and make new connections, expand their networks, and improve sales intelligence.

A large portion of DoubleClick's sales team now uses this application to quickly access customer and prospect information, and to expand their relationship networks right from their Salesforce org. According to Widder, “It's very popular.”

Mass Contact Update

DoubleClick managers frequently visit the AppExchange and browse the site looking for new apps that will make their lives easier. Mass Contact Update is one such tool. Available for free from Salesforce Labs, Mass Update Contact Address allows a salesperson or administrator to quickly update the address fields on Contact records to match the account address. A simple tool, Mass Updater can be a great time saver. “We can update more than 100 contacts and accounts at a time. If a company moves and we couldn't use this tool, it would be a disaster,” explains Widder.

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