



C A S E S T U D Y

How DNN Corp Rebuilt Its Marketing Engine

from Siloed Data to 86% Higher Conversions with Omni-Channel Attribution

Transforming ABM into a scalable growth engine with an AI-driven GTM

EXECUTIVE SUMMARY

DNN Corp transformed a fragmented, high-cost marketing operation into a **precision-driven, full-funnel growth engine** — delivering an 84% reduction in advertising costs, 80% growth in high-quality leads, an 86% boost in conversion rates, and a cost per lead nearly half the industry average. This case reveals how DNN paired **omni-channel attribution with predictive lead scoring** to eliminate guesswork, optimize every touchpoint across the buyer's journey, and build a scalable MarTech stack that fuels sustainable revenue growth.

84%

Reduction in Ad Costs

150%

Increase in Click-Through Rate

80%

Growth in High-Quality Leads

86%

Boost in Conversion Rate

THE PROBLEM: GROWTH WAS STUCK IN AN OUTDATED MODEL

Before its MarTech transformation, DNN Corp had no reliable way to know which channels, campaigns, or content were actually driving revenue. The buyer's journey produced rich intent signals — but the infrastructure to capture, connect, and act on those signals didn't exist.

The result was wasted ad spend, poor lead quality, and a sales team chasing prospects who were never close to

Key Pain Points

- **No visibility** into which channels drove revenue
- **High cost per lead** — nearly double the industry average
- **Fragmented buyer data** with no unified customer view



buying. Marketing decisions were driven by intuition, not data.

- **Manual lead scoring** missing real purchase intent signals
- **Inability to attribute ROI** across paid advertising channels
- **Disconnected CMS, CRM,** and analytics platforms

THE MARTECH STACK

DNN Corp refined its marketing technology stack to integrate predictive analytics, omni-channel attribution, content management, and CRM into a single, unified performance engine. Each tool was selected for its ability to connect buyer data with advertising data and close the loop between marketing spend and revenue.

Marketo Email marketing platform for lead nurturing and campaign automation	Salesforce CRM platform for pipeline management and sales alignment
Infer Predictive sales and marketing software for AI-powered lead scoring	Bizible Omni-channel marketing attribution software for full-funnel ROI tracking
DNN Evoq Content management system (CMS) for personalized content delivery	Hootsuite Social media scheduling and publishing tool
Google Analytics Tracking and analytics solution for web performance measurement	

THE OPPORTUNITY MOST COMPANIES MISS

Most B2B organizations collect buyer data but fail to **connect intent signals to actual marketing decisions**. They invest in tools without integrating them — and measure last-click performance rather than true omni-channel revenue attribution.

The opportunity lies in pairing predictive lead scoring with omni-channel attribution to answer two critical questions simultaneously: **who is most likely to buy, and which marketing activities are driving them to buy**. Together, these capabilities transform marketing from a cost center into a measurable revenue engine.



THE TRANSFORMATION STRATEGY

1

Building Presence Throughout the Buyer's Journey

Collected firmographic and demographic data to identify buyer moments of truth — context-based and intent-driven signals across search engines, social media, tradeshow, and smart devices. Content was matched to each stage of the journey and delivered through the most effective channel for that moment.

- Mapped buyer signals across all touchpoints from first touch to transaction
- Identified what content best fits each buyer moment and how to deliver it

2

AI-Powered Predictive Lead Scoring

Integrated Infer's machine learning models with DNN's existing customer base data to build a predictive CX engine. Advanced algorithms segmented audiences by buying propensity, producing a refined list of purchase-ready prospects that was passed directly to the sales team.

- Qualified prospects most likely to convert using ML-driven behavioral models
- Reduced sales cycle length by focusing reps on the highest-intent accounts

3

Omni-Channel Attribution with Bizible

Added Bizible's attribution layer to the predictive lead scoring workflow to understand the revenue contribution of every paid channel — SEO, paid search, social advertising, content syndication, affiliate, and tradeshow. UTM parameters tracked campaign source, medium, content, and CID across all URLs.

- Identified that Google Search and long-tail keyword campaigns drove the majority of high-quality closes
- Determined true ROI for every marketing activity, enabling smart budget reallocation

4

Integrated CMS, CRM & Attribution Ecosystem

Connected DNN Evoq (CMS), Salesforce and Marketo (CRM), Infer (predictive analytics), and Bizible (attribution) into a unified system that measures every campaign and tracks every touchpoint across the full sales funnel. This integration enabled real-time collaboration, data analysis, and automated lead nurturing.

- Eliminated data silos between marketing, sales, and content teams
- Enabled continuous refinement of marketing programs based on live performance data



B U S I N E S S I M P A C T

 **84% reduction in advertising costs** within 12 months of MarTech revamp

 **80% growth in high-quality leads** through AI-powered predictive scoring

 **\$35 cost per acquisition vs. \$60 industry average** — 42% below benchmark

 **150% increase in website click-through rates** via targeted content delivery

 **86% boost in conversion rate** driven by intent-based personalization

 **13% increase in average invoice value** from higher-quality prospect targeting

F I V E C O R E C A P A B I L I T I E S U N L O C K E D

The integrated MarTech stack gave DNN Corp five transformative capabilities that fundamentally changed how the marketing team operates:

01	02	03	04	05
Connect	Publish	Advertise	Accelerate	Refine
CMS & CRM linked to best-in-class predictive tools	Multi-channel content with right-message targeting	Bottom-of-funnel channel optimization for max output	Engage buyers at the exact right moment in their journey	Measure & analyze the impact of every campaign continuously

K E Y T A K E A W A Y S

Unified Data Infrastructure — Connecting CMS, CRM, and attribution tools into one ecosystem eliminates silos and powers real-time, data-driven decisions.

Predictive Lead Scoring — AI-driven behavioral models identify purchase-ready prospects and sharpen sales focus, reducing cost and improving close rates.

Omni-Channel Attribution — Understanding the true revenue contribution of every channel enables smarter budget allocation and measurably higher ROI.

Intent-Driven Buyer Targeting — Acting on context and intent signals at the right moment of the buyer's journey transforms reach into revenue.



WHY THIS MATTERS NOW

The buyer's journey has shifted permanently. Executives who continue to allocate marketing budgets without omni-channel attribution are not standing still — they are funding waste while competitors who have adopted predictive analytics and full-funnel measurement operate with lower acquisition costs, higher conversion rates, and AI-powered precision at scale.

The opportunity to lead — not follow — is open now.

Today's Market Demands

- **Full-funnel attribution** — not last-click measurement
- Predictive lead scoring to prioritize the right accounts
- **Unified MarTech stack** connecting CMS, CRM & analytics
- **Intent-driven targeting** across every paid channel
- **Real-time optimization** to minimize acquisition costs
- **AI and ML** to continuously refine marketing performance

TESTIMONIAL

"The turning point for our business was when we stopped treating marketing as a cost center and started running it as a data-driven growth engine.

AI and machine learning fundamentally changed how we operate. Instead of relying on assumptions, we now understand — with precision — who is most likely to buy, when they are ready, and which marketing investments are actually driving revenue.

By combining predictive lead scoring with omni-channel attribution, we eliminated inefficiencies across the funnel. The impact was immediate and measurable: an 84% reduction in advertising costs, significantly higher lead quality, and an 86% increase in conversion rates.

More importantly, this transformation gave us a scalable, repeatable system for growth. AI didn't just improve our marketing — it gave us a competitive advantage that compounds over time."

— Navin Nagiah, Chief Executive Officer



Franck Ardourel

READY TO BUILD YOUR GROWTH ENGINE?

Let's design your omni-channel attribution strategy — together.

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