



NetSuite provides a suite of cloud-based financials / Enterprise Resource Planning (ERP) and omnichannel commerce software that runs the business of more than 32k+ customers in more than 200 countries and territories.

**MQLS: 55%
GROWTH YOY VS A
TARGET OF 50%
GROWTH**

**SQLS: 205%
GROWTH YOY VS A
TARGET OF 100%
GROWTH**

**MQL TO SQL
CONVERSION RATE:
IMPROVED TO 14%,
VS A TARGET OF 8%**

OBJECTIVE

Oracle NetSuite, in collaboration with All-Inclusive Marketing (AIM), aimed to scale its North American affiliate program and improve the quality and efficiency of leads. The objective was to increase sales-qualified leads (SQL) while reducing the cost per SQL conversion. To achieve this, a strategy was developed with three components: optimizing top partners, restructuring terms for mid-tier partners, and identifying new strategic partners. Data played a crucial role in decision-making, and various landing pages and targeted strategies were implemented to improve the conversion rate from marketing-qualified leads (MQL) to SQL.

SOLUTION

The campaign demonstrated innovation by utilizing non-traditional affiliate partners and implementing unique tactics like cross-sell CPC campaigns and custom cost-per-lead deals through Integrate. Collaboration and teamwork were key factors in the program's success, leveraging LinkedIn to engage stakeholders and coordinate relevant content. The strategy included refining partnerships, optimizing existing partners, and updating program terms, resulting in exceeding volume targets and achieving significant improvements in lead quality and conversion rates.

OUTCOME

The campaign's effectiveness was evidenced by the growth in MQLs, SQLs, and the remarkable improvement in the MQL to SQL conversion rate. MQLs grew by 55%, exceeding the 50% target, while SQLs increased by 205% against a 100% target. The MQL to SQL conversion rate reached 14% compared to the 8% target. The campaign's success was driven by data reliance, technological advancements, and a culture of testing and pushing boundaries in the B2B affiliate program space.