



Company Snapshot

Company: BentoBox

Headquarters: New York, NY

Founded: 2013

Industry: B2B SaaS – Restaurant Management Software

About BentoBox

BentoBox empowers restaurants to succeed, with a Marketing and Commerce Platform that delivers a seamless guest experience while helping restaurants grow and thrive. Over 7,500 restaurant concepts with 14,000 locations worldwide rely on BentoBox as their digital front door for elevated website design, built-in marketing tools, actionable data, and a best-in-class customer experience that is built for growth. The platform includes products such as websites, ordering (online ordering, pre-order & catering, gift cards, merchandise, tickets) and events management.



Challenge

BentoBox wanted to accelerate its growth trajectory and brought on new CMO, Darcy Kurtz, in March 2021. Kurtz quickly realized that to drive rapid growth and make the most of a post-pandemic surge in the restaurant industry, BentoBox needed to expand its marketing toolkit beyond bottom-of-the-funnel digital channels. The company had focused on low-hanging fruit, but to continue to grow, it needed to put a full-funnel marketing engine in place to generate

interest at the top of funnel, nurture prospects with compelling content, and ultimately convert them into promising opportunities for sales reps.

While the company did have a marketing automation platform (Pardot) in place, it was configured primarily to support bulk email blasts and lacked lead scoring and automated marketing workflows. As a result, Sales had to invest additional time and effort to nurture prospects to a purchase decision, extending sales cycles and decreasing efficiency.

Solution

In June 2021, Kurtz hired Mktgen and engaged its team of highly skilled experts to lead a focused, short-term project to address some immediate needs and gain momentum while she expanded her team internally. The initial project consisted of:

Marketing Technology and Marketing Automation Improvements

- Designing and implementing a “customer first” omni-channel campaign journey
- Optimizing BentoBox’s instance of Pardot, including updating, configuring, and integrating with Salesforce
- Developing and launching a lead scoring model customized for BentoBox’s needs
- Applying the lead scoring model to track prospect engagement across all BentoBox properties, including the company website, email and paid channels
- Ensuring all technologies were properly linked with Pardot and Salesforce

Content and Campaigns to Feed the New Demand Generation/Automation Engine

- Using BentoBox’s robust marketing materials, the team created dedicated landing pages for multiple gated assets, enabling lead capture, prospect segmentation, and targeted nurture campaigns
- Development of paid ad campaigns and search engine marketing aligned to each asset, driving traffic to the landing pages
- Initiated a retargeting campaign to market to website visitors, encouraging brand awareness and engagement

Business Impact

The Mktgen program enabled Kurtz to rapidly address some mission-critical needs and make the most of time-sensitive opportunities without waiting to expand her internal team. With the company’s existing marketing automation software now configured optimally and integrated fully, BentoBox can take advantage of automated workflows, greatly increasing efficiency and consistency. Segmentation data is captured for all new prospects, and personalized nurture journeys encourage them to learn more about BentoBox products and services, resulting in greater engagement and more qualified leads. All activity is automatically monitored and scored, and prospects are sent to Sales for follow-up at the optimal point in their path to purchase.

From a leadership perspective, Kurtz also has access to new and better metrics relevant to BentoBox’s marketing automation and demand generation efforts, from high-level visibility across the sales funnel, to individual characteristics and performance metrics for each incoming lead. This makes it possible to optimize marketing efforts, allocate resources, and predict pipeline with greater precision and confidence, as well as equipping her growing team for long-term success.

*“This new program is really a **game-changer** for us, and it will be a **key driver** toward meeting our aggressive growth targets. Making this much progress in such a short time has been very important for me as an incoming CMO, especially while addressing team and technology gaps—and **positioning our brand for success at a pivotal moment.**”*

Darcy Kurtz
CMO, BentoBox



Your Engine for Growth

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