veruna

Company Snapshot

Company: Veruna, Inc.
Headquarters: Boston, MA & Austin, TX
Founded: 2015
Industry: B2B SaaS - Agency Management Software (AMS) for independent insurance agencies, aggregators and brokers

About Veruna

The insurance industry is at a crossroads, facing a generational paradigm shift driven by disruption from technology innovation, evolving customer and employee expectations, and intensifying competition.

Veruna equips independent agencies with powerful, versatile software tailor-made for insurance and built on the world's #1 CRM: Salesforce. This robust, modern platform, with rapid implementation and powerful customization, empowers agencies to survive and thrive in a time of industry transformation.
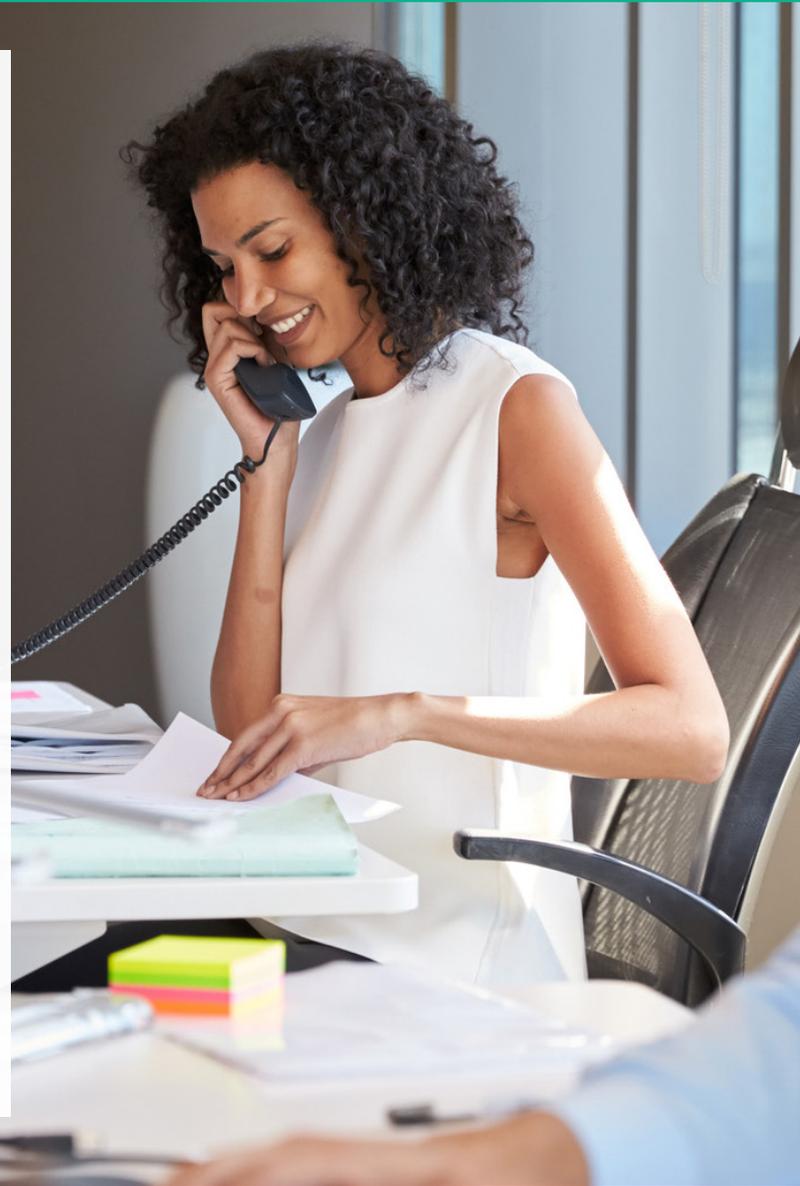
Challenge

New Veruna CEO, Jennifer Carroll, came to the role in early 2020 with a mandate to build on the company's early success and position it for rapid growth. In spite of its breakthrough technology Veruna had not delivered on its growth potential, and efficiency and effectiveness lagged in many key operational areas. In addition to focusing on building a robust product delivery pipeline and filling key leadership roles, Carroll quickly realized the go-to-market engine (Marketing and Sales) was not set up to deliver the growth Veruna needed.

The Marketing program in particular was at an early stage of maturity, with no programmatic approach to identify key prospects and engage them consistently with a compelling value proposition. With no marketing automation and limited marketing technology, the company also lacked an effective, scalable process to monitor, assess, and send high-quality leads to the Sales team. For their part, the Sales team was unable to measure or generate the consistent pipeline needed to achieve the company's aggressive growth targets.

Solution

In early 2021, Veruna hired Mktgen to deploy its team of dedicated experts to execute a short-term, strategic project to quickly deliver vast improvements to its marketing program. The initial project consisted of:

Marketing Technology and Marketing Automation Improvements

• Implementing a new Hubspot instance, including configuring, optimizing, and integrating with Salesforce.

• Developing and launching a lead scoring model customized for Veruna's needs

• Designing and implementing automated email nurture journeys

• Setting up multiple new paid campaigns and channels to drive awareness and engagement

• Applying a scoring model to track prospect activity across the company website, prospect nurture journeys, and paid search and social promotions

• Creating custom dashboards and reporting to enable leadership, sales, and marketing teams to monitor program performance and impact on key business success metrics accurately, in real time

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

• Creating marketing assets to communicate Veruna's value proposition in a compelling, relevant way to prospects, including case studies, demo videos, and marketing collateral

• Orchestrating targeted demand generation campaigns across multiple platforms to attract and engage high-value prospects

• Developing campaign-specific landing pages to integrate content offers and automation technology, delivering an optimal experience for prospects—and high-quality leads for sales

Business Impact

Before the Mktgen engagement, Veruna's Sales team received sporadic leads from Marketing and felt largely responsible for outbound marketing and pipeline generation. With the Mktgen program in place—including new content offers, demand campaigns, prospect nurture email campaigns, and automated scoring—the Sales team quickly saw a surge in well-qualified sales leads, as well as consistent volume and quality over several months, supported by a sustainable demand generation model. Marketing now contributes roughly 60-65% of opportunities in the sales pipeline, and the company expects pipeline to double year over year.

*"The Mktgen engagement has been **transformative**. For the first time we have accurate marketing and sales metrics, high-quality leads flowing consistently to the sales team, and a **predictable growing pipeline**. All of this is essential to help us achieve our aggressive growth targets and maximize the opportunity that our game-changing technology represents for an industry facing historic disruption."*

Jennifer Carroll
CEO, Veruna