# CASE STUDY
## Aria Systems: From Broken Automation to Lead Engine

## Turning Around Marketing Automation

Aria Systems, a leading provider of subscription billing software, brought in Workingarts after their Marketo implementation had failed to deliver. Campaigns were barely generating leads, the CRM sync was unreliable, and landing pages looked off-brand. Within 60 days, we transformed their system: thousands of qualified leads were flowing in, scored and routed through a fully integrated Salesforce pipeline. We rebuilt the automation architecture, designed custom-coded landing pages (in Marketo's early days of limited design), and implemented reliable lead scoring. The result? A powerful, scalable lead gen engine—and a restored trust in marketing automation.

## THE CHALLENGE

Aria Systems had invested in Marketo, a powerful marketing automation platform, to support its lead generation and nurturing strategy. However, the initial implementation—handled by another provider—was underperforming severely. Instead of delivering thousands of new leads per month, the system was producing only a trickle of unqualified leads, offering little value to the sales team. Key issues included:

- Poor campaign architecture and ineffective email flows
- Lack of usable lead scoring or meaningful engagement tracking
- Fragmented or failed integration with Salesforce CRM
- No clear visual or messaging consistency across campaigns
- Rudimentary, out-of-the-box assets that didn't match the brand

Aria Systems was a leading provider of cloud-based billing and monetization solutions for subscription-based enterprises.

# OUR APPROACH

Workingarts Marketing was hired to audit, rebuild, and optimize Aria's marketing automation environment—both technically and creatively.

## Our key contributions included:

- **System Overhaul:** We cleaned up the Marketo instance, resolving sync issues, repairing broken workflows, and removing data clutter that was impacting performance.

- **Lead Scoring & Funnel Mapping:** We implemented a detailed lead scoring system based on user behavior, campaign engagement, and firmographics. This aligned lead handoffs with sales-readiness and improved conversion.

- **Salesforce Integration:** We ensured seamless bi-directional syncing between Marketo and Salesforce, enabling sales to act on qualified leads in real time.

- They were so happy with us, they even asked us to design and build their tradeshow booth.

## Custom Campaign Templates & Landing Pages

In the early days of Marketo, before modern drag-and-drop tools existed, we built custom-coded landing page templates for each campaign. Our design team integrated Marketo forms and tracking code directly into these templates, delivering branded, conversion-optimized experiences that far outperformed Marketo's limited native options.

## Campaign Execution

For each campaign, we crafted end-to-end workflows—from email to landing page to CRM—ensuring consistency, performance, and brand fidelity.

Don't be left behind.
Join the cloud!

# The Impact

This engagement rescued a failing investment in a complex marketing platform and transformed it into a high-performance demand generation engine. By combining technical expertise, strategic insight, and hands-on creative execution, Workingarts helped Aria scale its marketing efforts, feed its sales pipeline, and establish a scalable foundation for growth.

*"Workingarts stepped in at a critical moment and completely turned our Marketo implementation around. Within weeks, we went from barely functioning to generating a steady flow of qualified leads. Their team brought strategic clarity, technical precision, and top-tier design talent to the table. We couldn't have asked for a better partner."*

— Interim Marketing Strike Team, Aria Systems

## THE RESULTS
### (WITHIN 60 DAYS)

- **Lead volume grew from dozens to thousands per month**

- **Significant increase in lead quality and MQL-to-SQL conversion rates**

- **Fully integrated pipeline visibility via Salesforce**

- **Improved campaign performance due to professionally designed landing pages**

- **Marketing automation regained credibility across the organization**

# Big Ideas.
## Unique Value Proposition

**A STRATEGIC BLEND OF MARKETING, DESIGN, PUBLISHING, & TECHNOLOGY — CRAFTED FOR AMBITIOUS BRANDS.**

DEFINE

EMPATHIZE

PROTOTYPE

TEST

IDEATE
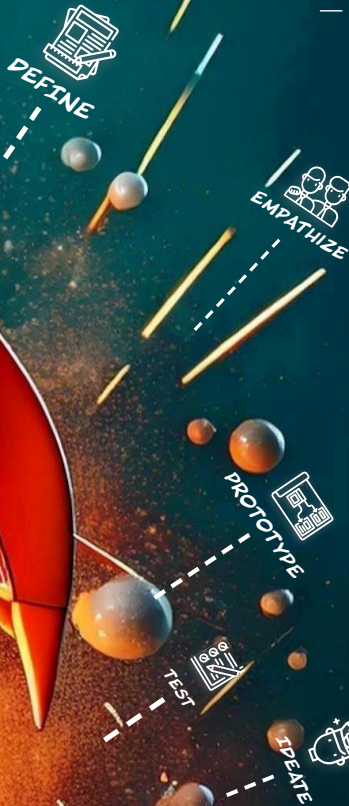
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