

CASE STUDY

Aria Systems: From Broken Automation to Lead Engine

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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.



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.



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CASE STUDY
Change Thinking in Fiction

Why Design Thinking?

An education and marketing agency designed a new website for the publisher of fiction books. The website was designed to be user-friendly and visually appealing, with a focus on showcasing the publisher's catalog of books. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the publisher and its readers.

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CASE STUDY
K-12 EdTech Ecosystem Development

Applying Design Thinking to Transform Educational Innovation

The K-12 EdTech ecosystem is a complex and rapidly evolving space. Workingarts worked with a leading EdTech company to design a new website that showcased their products and services in a way that was both informative and engaging. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the company and its customers.

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CASE STUDY
GWU Press Law Branding & Usability

Enhancing Usability, Experience, & Approachability for a Family-Owned Law Practice

GWU Press Law is a family-owned law practice that provides legal services to clients in the Washington, DC area. Workingarts worked with the firm to design a new website that was both visually appealing and user-friendly. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the firm and its clients.

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CASE STUDY
P-12 Educational Solutions

Transforming Digital Access for School Communities

P-12 Educational Solutions is a leading provider of educational technology solutions for schools and districts. Workingarts worked with the company to design a new website that showcased their products and services in a way that was both informative and engaging. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the company and its customers.

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CASE STUDY
MS20 High School Websites

Designing Mobile-First, Bilingual Digital Tools for the MS20 Community

MS20 is a leading provider of educational technology solutions for schools and districts. Workingarts worked with the company to design a new website that showcased their products and services in a way that was both informative and engaging. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the company and its customers.

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CASE STUDY
Sherman Thomas Charter Schools

Enhancing Digital Access for School Communities

Sherman Thomas Charter Schools is a leading provider of educational technology solutions for schools and districts. Workingarts worked with the company to design a new website that showcased their products and services in a way that was both informative and engaging. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the company and its customers.

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CASE STUDY
MUDU Pharma Logo

Setting Scene the MUDU Pharma Logo

MUDU Pharma is a leading provider of pharmaceutical solutions. Workingarts worked with the company to design a new logo that was both visually appealing and user-friendly. The design process involved extensive research, user testing, and iterative prototyping to ensure the final product met the needs of the company and its customers.



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