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Product marketers needed to evolve...to add strategic value upstream during the business and product and strategy development portion of the go-to-market process.

Cameron van Orman

Senior VP of Product and Solution Marketing

10X

marketing-sourced pipeline



Challenge

Changing buyer behavior required product marketers to **create more audience-specific messaging earlier**, before a sales rep was engaged. Product marketers needed to become buyer experts to be effective.



Solution

The organization widely disseminated **SiriusDecisions models for persona development and messaging**, and built internal processes and procedures based on these models. Ensured every tier 1 and 2 launch at CA incorporates the **Messaging Nautilus: Buyer's Journey**.



Result

Fourfold improvement in conversion of marketing leads, twofold improvement in speed to market, and **morale 15 percent higher than company average**.