



SiriusDecisions really took us through the journey of what a best-in-class marketing organization looks like and helped drive us in that direction.

Former VP Global Demand Center, FIS

13%

Closed/won business contribution from marketing, exceeding best-in-class levels



Challenge

FIS was challenged with morphing the current sales transformation initiative into the marketing department and **creating a common voice to market**. They also needed to understand what an integrated campaign was and **adopt a campaign framework to execute against**.



Solution

They built a marketing ecosystem based on **SiriusDecisions marketing organization best practices** as a common framework to execute campaigns against. In addition, they leveraged the **SiriusDecisions Campaign Framework** and learned what a balanced marketing tactic mix looks like and shifted budget allocation accordingly.



Result

The team reduced their number of events from 800 to 60, doubled budget for digital and increased budget to content by five-fold. They shifted from managing individual campaign responses to **managing and assigning MQLs**. Finally, they achieved **28% sales pipeline contribution from marketing**.