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## DemandGen Report Honors Top Ten Firms Driving Growth Via Automation

To highlight those organizations which have successfully utilized sales & marketing automation to fuel corporate growth strategies, DemandGen Report presents the second installment of our DemandGen 10. The DemandGen 10 spotlights firms who have optimized their sales and marketing pipeline.

This week's winners include a wide array of companies ranging from ecommerce to financial services. The common ingredient among each winner is their commitment to automated lead generation and lead management, using advanced techniques such as lead scoring and lead nurturing to improve their pipeline performance.

The winners profiled this week include:

- Core Security Drives New Business Growth By Building A Demand Generation Machine
- Silver Peak Improves Its Sales Networking Performance With Multi-Level Lead Scoring
- Petplace.com Finds Remedy For Online Sales With Content-Driven Email Strategy
- Zuora Product Launch Campaigns Find Right Cadence To Boost Sales
- USA Financial Increases Conversions By Adding Lead Qualification Program

eTrigue

Intelligent Demand Generation™

### Headquarters:

San Jose, CA

### Market Positioning:

eTrigue provides marketing automation and sales acceleration tools to generate leads and close more sales.

## Silver Peak Improves Its Sales Networking Performance With Multi-Level Lead Scoring

“Silver Peak has **consistently increased** the amount of qualified leads in the pipeline, while **decreasing** time to revenue.”

– Vice President of Marketing,  
Silver Peak Systems

Silver Peak Systems, Inc. develops Wide Area Network (WAN) acceleration software designed to reduce the amount of traffic sent across the Wide Area Network (WAN) and deliver information locally whenever possible. The company serves large clients like AT&T, Panasonic and Ernst & Young.

By implementing eTrigue's sales and marketing automation SaaS offerings, Santa Clara CA-based Silver Peak Systems is better able to generate, collect and nurture marketing leads through online communications and real-time activity tracking.

Silver Peak is managing hundreds of thousands of contacts using eTrigue, which enables targeted campaigns with robust tools for reporting. Silver Peak estimates it has been able to generate 30% more demand generation and nurturing programs year-over-year without having to add additional support staff.

“eTrigue is an indispensable component of our demand generation and lead fulfillment process,” said Jeff Aaron, vice president of marketing at Silver Peak.

**“eTrigue has enabled us to grow our marketing database in a scalable and cost effective manner, while ensuring that only the most qualified prospects make it into our CRM system.”**

The prioritization of leads from eTrigue is resulting in the team being able to follow-up leads much faster, enabling an improvement in connection rate with prospects.

By leveraging functionality like lead nurturing, the Silver Peak team has seen an increase in re-engaged leads as well. Most importantly the lead scoring and nurturing efforts have had a direct impact on sales results. “In the four years since eTrigue Professional marketing automation has been deployed, Silver Peak has consistently increased the amount of qualified leads in the pipeline, while decreasing time to revenue,” Aaron states.