



Creating a clear picture
of complex relationships

Case Study:

Driving Marketing ROI through understanding partner relations

Palo Alto Networks faced substantial issues with the cleanliness and standardization of deal data received from distributors. These issues made it difficult to accurately match accounts and contacts, resulting in underreported impacts of MDF investments and delays in reporting.

About Palo Alto Networks

Palo Alto Networks, founded in 2005 and headquartered in Santa Clara, California, is a leader in global cybersecurity. It offers advanced security solutions across cloud networks and mobile devices, focusing on integrated approaches to prevent cyber threats and enhance technological capabilities through strategic acquisitions.

Solution

NowVertical conducted a thorough assessment to understand objectives and establish clear, achievable success metrics. They developed robust data matching, normalization, and standardization processes to ensure reliable attribution. Data models were designed to evaluate the impact of partner marketing, and engagement analytics were implemented for digital marketing content.

Implementation



Data Collection:

Developed a data pipeline to extract all partner accounts and contacts from Salesforce (SFDC) and usage data from digital channels.



Data Normalization and Cleansing:

Automated scripts were used to normalize and cleanse the data, converting it into standardized data models.



Matching Algorithm:

Developed models to implement a partner matching algorithm to address gaps or unknowns in the data model.



Engagement Metrics:

Created metrics to quantify the digital footprint into actionable metrics.



Dashboard Development:

Designed dashboards to visualize various aspects including campaign reporting, pipeline analysis, and ROI analysis.

