kainos®

CASE STUDY

How Kainos simplified their Martech Stack and achieved marketing goals in half the time with Oktopost

About Kainos

Kainos Group plc is a UK-headquartered IT provider with expertise across three divisions: Digital Services, developing custom digital service platforms for public sector, commercial, and healthcare customers. Workday Services, deployment of Workday, Inc.'s Finance, HR, and Planning products to leading organizations across Europe and North America. And Workday Products, who develop products that complement Workday and are used by over 400 customers globally.

Location
Belfast, Northern Ireland

Industry
Other

Company Size
3,100+

Featured Solutions
Employee Advocacy

The Challenge

Kainos set out on a mission to streamline its marketing data and simplify its martech stack, aiming for an integrated and closed-loop digital strategy. In the face of multiple disparate social tools in their stack, the company grappled with a fragmented understanding of its prospects' and customers' engagement in social as a channel. Consequently, socially driven leads weren't flowing smoothly through their Marketing Automation Platform (Marketo) and Customer Relationship Management (Microsoft Dynamics) systems.

Recognizing the importance of embracing a comprehensive marketing data approach, Kainos prioritized the inclusion of first-party social intent data when planning on two large partner conferences held in Barcelona and another in San Francisco, which saw 15,000+ attendees. These conferences encompassed in different time zones, languages, and cultures, and attracted thousands of attendees from various industries and regions.

The Solution

As Kainos consolidated their Marketing Technology around a single MAP (Marketo), Oktopost stood out as a game-changing solution, enhancing the pivotal role of first-party social intent data in their live event lead generation efforts.

The Results

The seamless alignment of these platforms empowered Kainos to draw a clear and direct correlation between social media influence and opportunities, enabling them to measure an influenced 581% ROI for both events. This newfound capability not only enhanced their understanding of the impact of social activities during two live events but also facilitated the development of targeted strategies that amplified the Kainos brand and the personal profiles of Advocates.

> **I was able to schedule all of our posts and activities a month in advance, then create Smart Campaigns in Marketo to help process people who engage with us at our partner conferences. It gave me back so much time to focus on other activities at the events.**



Owen Devine
Marketing Technology & Operations Executive, Kainos

+581%
Increase in ROI

+16%
Increase in engagement

+554%
Increase in reach

Oktopost

Harness the full potential of social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and link social media campaigns to revenue growth.



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