Lead Management Program Transformation of the Year (<1,000 employees)

An operations-led initiative that drove transformational change in the people, process and technology of the lead management engine to improve speed, accuracy and agility lead distribution and response.

THE WINNER

EXTRAHOP®

The Challenge

ExtraHop faced significant operational challenges as it transitioned from an outsourced business development model to an internal SDR team. The company's lead management infrastructure had accumulated years of technical debt, with outdated routing logic that frequently misrouted leads. Thousands of leads each week were funneled into a "catch-all" queue, creating a black hole that required hours of manual work from the Marketing Operations team.

The company's orchestration platform, LeanData, was not integrated with the Salesforce Territory Object, leading to conflicts in ownership and a lack of confidence in the system among reps and marketing teams. This inefficiency not only slowed response times, but also made it nearly impossible to measure funnel health or diagnose conversion problems accurately. The systemic issues were a significant barrier to pipeline and revenue, stalling the entire go-to-market engine.

The Operational Approach

ExtraHop launched a cross-functional, phased initiative led by Marketing Operations with support from IT Applications and in collaboration with Sales Operations to rebuild its lead management infrastructure. At the core of the solution was a complete rebuild of the logic in LeanData. Instead of using a deprecated table, the team re-engineered routing to directly reference the SDR user lookup field on the Salesforce Territory object. This gave Sales Operations direct control over assignments and established a single source of truth for routing.

The team simplified the LeanData graph by retiring outdated workflows and consolidating triggers to reduce the risk of errors. They also implemented domain fallback logic to intelligently assign leads that had previously defaulted to the generic queue, reducing the need for manual intervention. Throughout the project, they worked in iterative sprints, testing changes in sandbox environments to minimize disruption and build stakeholder confidence.

Finally, the project established a new governance model that empowered Sales Operations to manage real-time updates and allowed Marketing Operations to shift from firefighting to strategic initiatives. The initiative transformed their lead management from a fragmented system into a scalable, governed engine built for pipeline velocity.

Operational Results

By rebuilding its lead management infrastructure, ExtraHop recovered significant operational capacity and drove a meaningful impact on its go-to-market performance. The initiative created a solid operational foundation that improved efficiency, pipeline, and revenue outcomes.

- Achieved a 50% increase in Marketing Accepted Lead (MAL) to Sales Accepted Opportunity (SAO) conversion velocity
- Expanded pipeline by a high double-digit growth year over year
- Recovered 624 hours of manual labor annually, valued at more than $50K, previously spent triaging leads
- Grew closed-won bookings by significant double-digit growth year over year
- Enabled SDRs to fully leverage Apollo and Orum by receiving timely, accurate lead assignments.

"This project demonstrates the power of cross-functional collaboration. By aligning IT Apps, Marketing Operations, and Sales Operations around a shared objective, we were able to deliver a high-impact solution that improved funnel performance, team efficiency, and overall trust in our systems."

Doug Piper, Senior Director, Marketing Operations & Performance Management, ExtraHop