



The Constellation Award

Recognizes a marketing team that has fostered exceptional collaboration and alignment between marketing and other GTM departments like sales and operations. This award highlights the team's ability to break down silos and work seamlessly with other teams to achieve shared goals.

THE WINNER

zoom

The Challenge

Zoom's go-to-market teams were operating in silos, hindering cross-functional collaboration. Without clear communication and alignment, these teams were unable to optimally support the company's revenue objectives. The Marketing Operations team took a leadership role in leveraging existing technology to solve a number of critical challenges across the organization.

The siloed approach created several key business challenges. The company needed to increase revenue from its channel partners and improve follow-up speed for its marketing affiliate leads. Additionally, manual reassignment of leads and opportunities when a seller left or changed roles were time-consuming and inefficient.

The Operational Approach

To drive channel revenue, the Marketing Operations team worked with the Channel Team to design an account assignment solution. With IT backlogged, they quickly implemented a solution in LeanData to automatically assign accounts to dedicated Channel Account Managers to help close more deals. They delivered the solution in two weeks instead of a six-month wait.

To increase marketing revenue, the team streamlined the lead routing process. They identified that lead assignment criteria could be prioritized within the routing graph to ensure faster delivery to the sales team. By strategically moving the most important assignment criteria to the top of the graph, they created a more efficient flow that accelerated lead delivery to sales reps.

Finally, to improve sales productivity, the team automated the reassignment process for leads and opportunities. They incorporated updates into the routing logic to automatically reassign records. This eliminated the previous manual process that was time-consuming and prone to errors.

Operational Results

The initiatives led by the Marketing Operations team provided significant operational improvements and business results. By acting as a catalyst for cross-departmental collaboration, the team was able to address key challenges and drive efficiency.

- Reduced lead routing time by 39%, from over 3 minutes to under 1.5 minutes
- Improved the lead-to-opportunity conversion rate from 11% to 17%
- Saved the Sales Support team an estimated 20 hours per quarter by automating the reassignment of records
- Contributed to the goal of growing channel revenue share

"Our team accomplished meaningful results— we sped up lead routing, boosted conversion rates, and gave sales back valuable time. None of this would've been possible without real cross-functional teamwork. By breaking down silos and building solutions together, we were able to align around the same revenue goals and make a real impact."

Kelly Sheetz, Head of Global Marketing Operations, Zoom