



# Bulldog Solutions Uses Full Circle CRM for Tracking the New Demand Waterfall

**Customer:** Bulldog Solutions

**Solution:** Marketing Demand Waterfall Reporting

**Industry:** Services

**URL:** bulldogsolutions.com

### Company Background:

Bulldog Solutions is a leading provider of Revenue Performance Improvement Solutions and Services.

Bulldog Solutions helps businesses define and implement strategies to improve revenue performance, deploy new and existing infrastructure and design and develop impactful and effective programs to deliver on revenue goals. As advocates of the SiriusDecisions Demand Waterfall methodology executives wanted accurate and standardized waterfall metrics across marketing, telesales and sales. Unfortunately, existing systems and processes made it impossible to get to the data needed.

Leading provider of Revenue Performance Improvement Solutions gets detailed insight into Marketing, Telesales and Sales Demand Waterfall metrics.

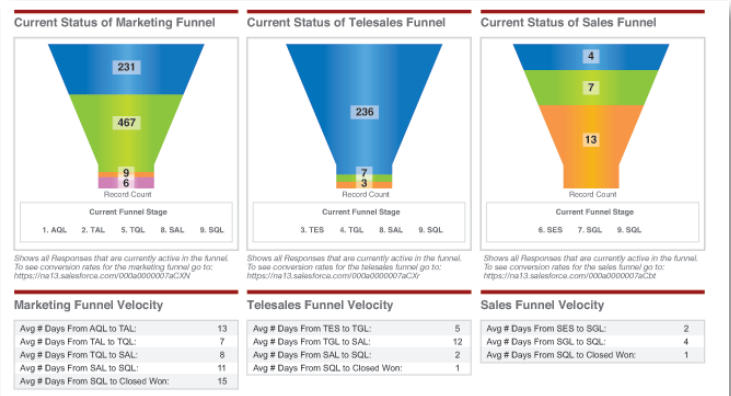
### Business Challenge: The company needed accurate demand waterfall metrics across marketing, telesales and sales

They needed a solution that gave them full transparency into the data, in real time, with complete accuracy that aligned to their unique business process and waterfall stages. This was a challenge because:

- After multiple attempts to implement the demand waterfall using Salesforce, marketing automation systems and homegrown solutions, Bulldog Solutions was **struggling with trust in the data at the executive level.**
- With existing infrastructure they could not **measure the new SiriusDecisions waterfall which includes marketing, telesales and sales.**
- It was unclear what levers marketing could pull to **impact revenue in future quarters.**

### Full Circle CRM transformed demand waterfall reporting at Bulldog Solutions

Bulldog Solutions rolled out Full Circle CRM's Marketing Performance Management software in just three weeks. Using Full Circle CRM resulted in a total transformation in how the organization is able to report, analyze, and make decisions about where to invest. It facilitated a shift in the conversation from discussing data integrity and arguing over numbers, to a strategic conversation around what is and isn't working.



Full Circle CRM measures the new SiriusDecisions Demand Generation Waterfall at Bulldog Solutions.

For more information about Full Circle CRM call 877.834.4001, email sales@fullcirclecrm.com or visit www.fullcirclecrm.com.

## About Full Circle CRM:

Full Circle CRM gives marketers a full Marketing Performance Management solution, ensures every deal is attributed to the right campaign so you can get accurate ROI, and answers all your marketing questions in one place. Our cloud-based product is built 100% on Salesforce and is compatible with the leading marketing automation solutions. All your marketing data is in Salesforce and so are the answers.

Founded by former salesforce.com executives, product managers, and marketing automation specialists—we know what it takes to run a successful marketing organization. We are passionate about giving all marketers the answers they need to plan with confidence and grow revenue.

For more information about Full Circle CRM call 877.834.4001, email [sales@fullcirclecrm.com](mailto:sales@fullcirclecrm.com) or visit [www.fullcirclecrm.com](http://www.fullcirclecrm.com).

This is possible because Bulldog Solutions executive team now has:

- **Full visibility into all waterfall metrics** by region and for each business segment.
- **Customized waterfall stages that align to their unique business process.**
- **All data and reports in one place** so management has a single source of truth.
- Complete and accurate data helped identify and **address process and alignment issues across marketing and sales.**
- A solid handle on demand waterfall **conversion rates, velocity and campaign performance.**

## Bulldog Solutions and Full Circle CRM offer a comprehensive marketing analytics solution for customers using Salesforce

Bulldog Solutions' customer experience with Full Circle CRM led them to share expertise and knowledge with their customers. Bulldog and Full Circle CRM are partnering to deliver a unique Marketing Performance Management solution that provides all of the benefits that Bulldog Solutions' has experienced as a customer. In addition to these benefits, the Bulldog Solutions offering gives salesforce.com customers all the benefits of Full Circle CRM, including: Campaign Management, Response Management, and Marketing & Sales Intelligence. Customers will be able to drive more revenue by getting a complete and accurate view of their marketing impact, through:

- **Stress-free marketing reports and dashboards**
- **Detailed response and interaction analysis**
- **Sophisticated campaign influence**
- **Accurate campaign ROI**

*"With Full Circle CRM we were able to operationalize the new SiriusDecisions Waterfall Model and get rich insights into the performance of our marketing, telesales and sales organizations. The Full Circle CRM attribution model allows us to see the impact of our marketing programs regardless of where the leads are within their respective waterfalls."*

- Bruce Brien, SVP, Client Success,  
Bulldog Solutions

