



Televerde Helps SunPower Tie Revenue to Marketing Automation and Content Spend

Our Client

With more than 30 years of proven experience, SunPower is a global leader in solar innovation and sustainability. Their unique approach emphasizes the seamless integration of advanced SunPower technologies, delivering The Power of One® complete solar solutions and lasting customer value. SunPower® solutions drive electricity cost savings for residential, commercial and power plant customers. Headquartered in Silicon Valley, SunPower has dedicated, customer-focused employees in Africa, Asia, Australia, Europe, North America and South America.

The Situation

SunPower engaged Televerde to gain better insight into why some of its hottest prospects cooled off during the sales cycle and how we could work together to put them back on the path to purchase. In the process of doing research, Televerde also learned that web- and event-based leads needed to be educated better on the financial and environmental value of 'going solar' to become hot prospects.

Televerde approached this challenge by first gathering customer, prospect and front-line sales research on the biggest objections to purchasing solar panels. With research in hand to reheat formerly hot prospects and a good idea of what the uninitiated needed to get to the consideration phase, Televerde marketing automation experts then turned their attention to the company's Eloqua instance and its integration with Salesforce. With support from the SunPower Marketing Ops team, Televerde helped configure both tools to ensure that the most viable prospects were identified, targeted with the most relevant information, and tracked to assess funnel conversion to closed won deals.

SUNPOWER®

Industry:

- Manufacturing

Success Highlights:

- 31x return on marketing investment
- 55% lead-to-purchase rate
- 251 associated closed/won deals
- \$6.2M associated revenue
- 70%+ click-to-open rate
- Markie Award finalist

Televerde Services:

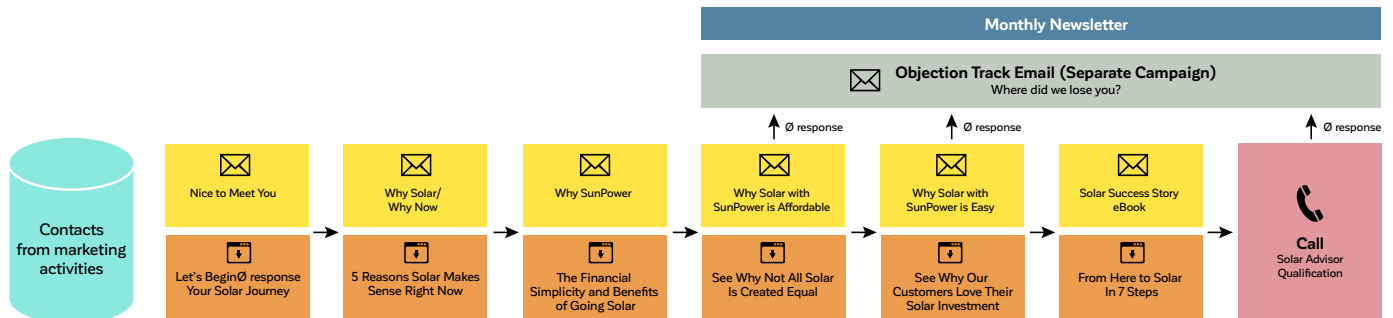
- Strategic Engagement Planning
- Buyer Research
- Content Services
- Campaign Performance Reporting
- Marketing Automation Consulting & Managed Services – Eloqua

After the technology and the plan of action were nailed down to the satisfaction of all involved, Televerde's content and campaign development teams got to work. With support from SunPower's subject matter experts and the company's branding team, Televerde devised two tracks; one for cold prospects that needed the basics and one for those that needed to get unstuck from a purchase objection.

Below is a snapshot of the two prospect tracks and the content that supported them.

Cold Campaign Track

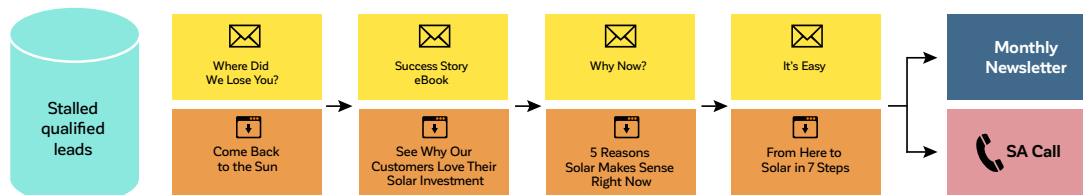
6 emails, 6 landing pages and 5 downloadable assets in a campaign written and designed by Televerde



Email cadence every 3-7 days, depending on response

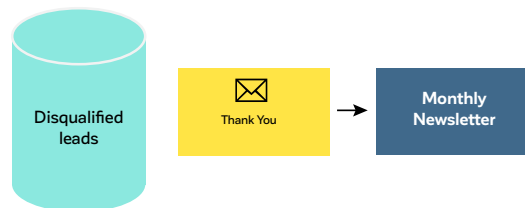
Warm Campaign Track

4-email, 9 landing page and 3 downloadable asset campaign written and designed by Televerde



Email cadence every 3-7 days, depending on response

Disqualified Leads



The campaign was launched to prove a theory that if we provided content to new and current prospects that responded to likely purchase objections or questions, a higher propensity of these prospects would become SunPower customers. So far, SunPower has been able to prove that theory out. Televerde and SunPower continue to work together to optimize the campaign via testing and performance visibility enhancements. With this campaign to SunPower's direct prospects, SunPower grew its channel partner base and will also roll this campaign out to their master dealers who sell exclusively SunPower products.

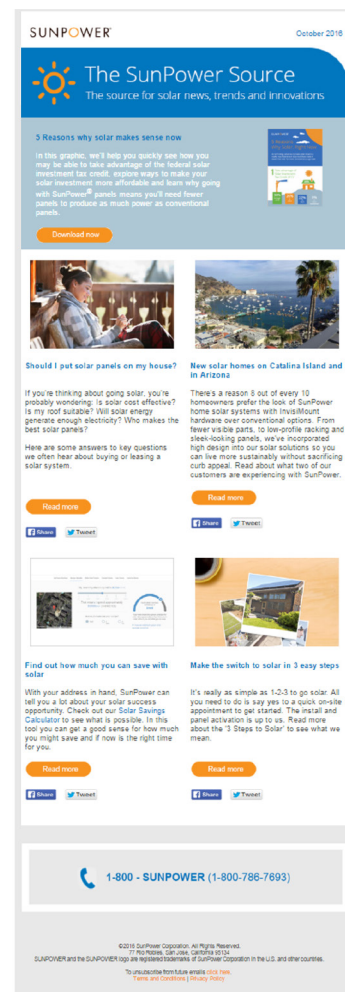
Results

SunPower—with the help of Televerde on creative and campaign strategy, and Eloqua campaign development support—saw the following returns on marketing investment:

- 31x return on money spent
- 55% conversion rate for sales appointments-to-purchase attributed to the campaign
- Total closed/won deals attributed to the campaign: 251
- Total revenue attributed to nurture: \$6.2 million
- Those who went through the nurture tracks were almost twice as likely to become a customer versus the hold out group of unnurtured contacts.
- Average of 30% unique opens for the cold track campaign
- Average of 70% or better for click-to-open rate for warm track re-engagement
- Recognized as a Markie Award finalist in the category of Best Email Marketing Campaign

For his part in the campaign, which won recognition as a Markie Award finalist, Televerde's Director of Demand Generation & Content Services, Mark Evertz, said the project was an amazing team effort where SunPower and Televerde both were given the talent and tools to succeed and worked to achieve a common goal.

Monthly Newsletter



The monthly eNewsletter consisted of trends, news and Hero asset to move to nurture.

“It was a perfect blend of talented people, research, strategy, technology and purposeful content that made this email marketing program successful,” he said. “It’s a testament to the expertise of individual team members at SunPower and Televerde who each did what they do well and all worked toward a unified goal of proving that marketing efforts resulted in a phenomenal financial return for the company.”



Contact us to learn how to achieve similar success.

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