

Case Study



Industry Stage Goal

Software Start-Up Growth

The Pliant Automation & Orchestration Platform simplifies how operations and engineering organizations build, deploy, and unify automation. Pliant's highly scalable, flexible automation technology enables organizations to accelerate otherwise manual and time-consuming functions.

What We Did

- ◆ Marketing Tech Stack Optimization & Integration
- ◆ Lead Scoring Model
- ◆ Automated Lead Nurturing Email Campaigns
- ◆ Content Marketing
- ◆ Full Funnel Attribution
- ◆ Website Conversion Optimization
- ◆ Sales Enablement Strategy
- ◆ Marketing Operational Strategy
- ◆ Paid Search Campaigns

Details

Pliant saw the value in designing a strong foundation of tailored marketing campaigns leveraging a multitude of digital marketing channels. They just needed help getting started.

Once we joined forces, we immediately aligned sales initiatives to the goals of our marketing campaigns to effectively juice their pipeline. Through uncovering opportunities to segment their database based on behavioral attributes, developing personalized content designed to propel leads through the purchase journey, and positioning the product in a new way we made an impact after just one calendar quarter.



68% uptick in monthly MQLs sourced through nurturing campaigns



6x increase in SQLs uncovered and accepted through marketing efforts



Nearly 20% of quarterly pipeline sourced through top-of-funnel digital marketing



Matt Goldberg,
Founder & COO @ Pliant

“Möve Marketing has been indispensable as we've established and matured a repeatable go-to-market approach. The team has allowed us to scale more rapidly, efficiently, and cost-effectively than we were ready or able to manage in-house. Möve provides first-class tactical execution across marketing and operational disciplines, and they've helped us define and refine our GTM strategy along the way.”