



MARKETING AUTOMATION CATAPULTS TARGETED CAMPAIGNS

Mouser Brings Data-Driven, Targeted Campaigns to Life With Marketing Automation, Powered by Oracle Eloqua

Mouser, an award-winning electronics company based in Texas, has come a long way from humble origins. Founded in 1964 by a high school teacher who physically carried the spare parts for science experiments to his classroom, the business these days has a much less manual approach to customer engagement.

Thanks to the efforts of Candice Willingham (Director of Marketing Automation), Mouser utilizes Big Data—that is, lots of different kinds of data from various sources—to build complex, dynamic campaigns that can automatically target everyone in the funnel with specificity, efficiency, and intelligence.

Willingham is based in North America, but her successful automation journey has impacted Mouser's marketing teams around the world. With fewer manual resources needed to launch programs, the company's global teams can launch more campaigns, faster, with more geotargeting. Strategies can be adjusted mid-campaign based on myriad, real-time streams of data that are fed into Oracle Eloqua, which has fueled spikes in engagement and ROI.

Additionally, Eloqua's cloud storage and easy integration have enabled Mouser to un-silo its data, aggregate insights from unique customer touchpoints, collaborate better internally, leverage the expertise of technology partners, and begin building its first data models for a 360-degree customer view.

Choosing the Right Tool in a Saturated Market

When Candice Willingham first joined Mouser's marketing team five years ago, she assessed its current tools and capabilities and realized the company had an "enormous" opportunity to consolidate data, streamline its processes, and increase productivity for its direct marketing team.

CHALLENGES:

- Disparate data sources created obstacles to best understand current and potential customers.
- Change management proved to be an internal struggle due to legacy systems and processes.
- Global needs required a tool that could be utilized across regions.

SUCCESSES:

- Oracle Eloqua integrations and marketing automation created more precise marketing efforts.
- More educated upper management and more internally aligned roles and responsibilities
- Mouser can now focus on additional efforts, like reporting and analytics, to further improve the business.

HEADQUARTERS:

Mansfield, TX

OVERVIEW:

Mouser Electronics is a worldwide leading authorized distributor of semiconductors and electronic components for over 700 industry leading manufacturers. Mouser specializes in the rapid introduction of new products and technologies for design engineers and buyers. Their extensive product offering includes semiconductors, interconnects, passives, and electromechanical components.

“I made it my mission to cut out as many manual processes as possible and to bring Mouser to the next level,” Willingham said. “Marketing automation was the right move for us.”

Mouser had never before used marketing automation, so Willingham knew transitioning the business toward it would be a large investment of time and money. Her first move, therefore, was to find an internal champion

at the executive level who believed in her vision. Finding this advocate was an understandably “grueling process,” she said, because automation would require the input of so many different teams at Mouser that may contribute data, own data, or be involved in a touchpoint on the customer journey.

But eventually she found her champion, and the next step was to educate upper management about marketing automation and the best tools available for Mouser. It’s a saturated market for automation tools: easily over 100 products deep, at present. So, Willingham boiled down Mouser’s choices to three options. Among those was Oracle Eloqua, the flagship solution that Mouser’s executives and marketers chose to pilot for its customizability and ease of integration.

Seamless Integration With the Business’s Stack

Mouser chose to pilot Eloqua because it can be custom-fit to an organization’s data needs and seamlessly integrates across a preexisting stack. Willingham and her team could mold their out-of-the-box iteration based on Mouser’s data capabilities, goals, and even limitations.

Eloqua would be able to pull in data from the wide range of tools and systems that pre-dated it at Mouser: tools the marketing was already committed to using, hard-baked into campaign processes. And in doing this, Eloqua could create brand-new, excitingly granular insights by connecting data that had previously been siloed.

The first thing the marketing team did was upload customer and purchase information into Eloqua, so they could begin reaping the low-hanging fruit of actionable data insights as soon as possible.

“Marketing automation was the right move for us.”

*Candice Willingham
Director of Marketing
Automation, Mouser*

Willingham, however, knew it was a long road that separated Mouser from its destination, which was using Eloqua to its fullest potential. This, after all, was the company’s first foray into marketing automation, and the team was using so many non-Oracle data tools.

“As an online company, we have a lot of information stored in our point-of-sale system,” Willingham explained. “We also have set up

tracking on our website to be able to pull in data not only the people [for whom] we already have email addresses, but also for prospects and potential future business.”

Additionally, Mouser had marketing teams around the world, and team members used third-party solutions to deliver content to various personas at different lead stages, in campaigns in different languages and locations.

The good news for Mouser’s marketers? Oracle Eloqua could be implemented in a way that worked with all of Mouser’s systems, communicated with them all, and utilized data from them all to provide deeper insights overall.

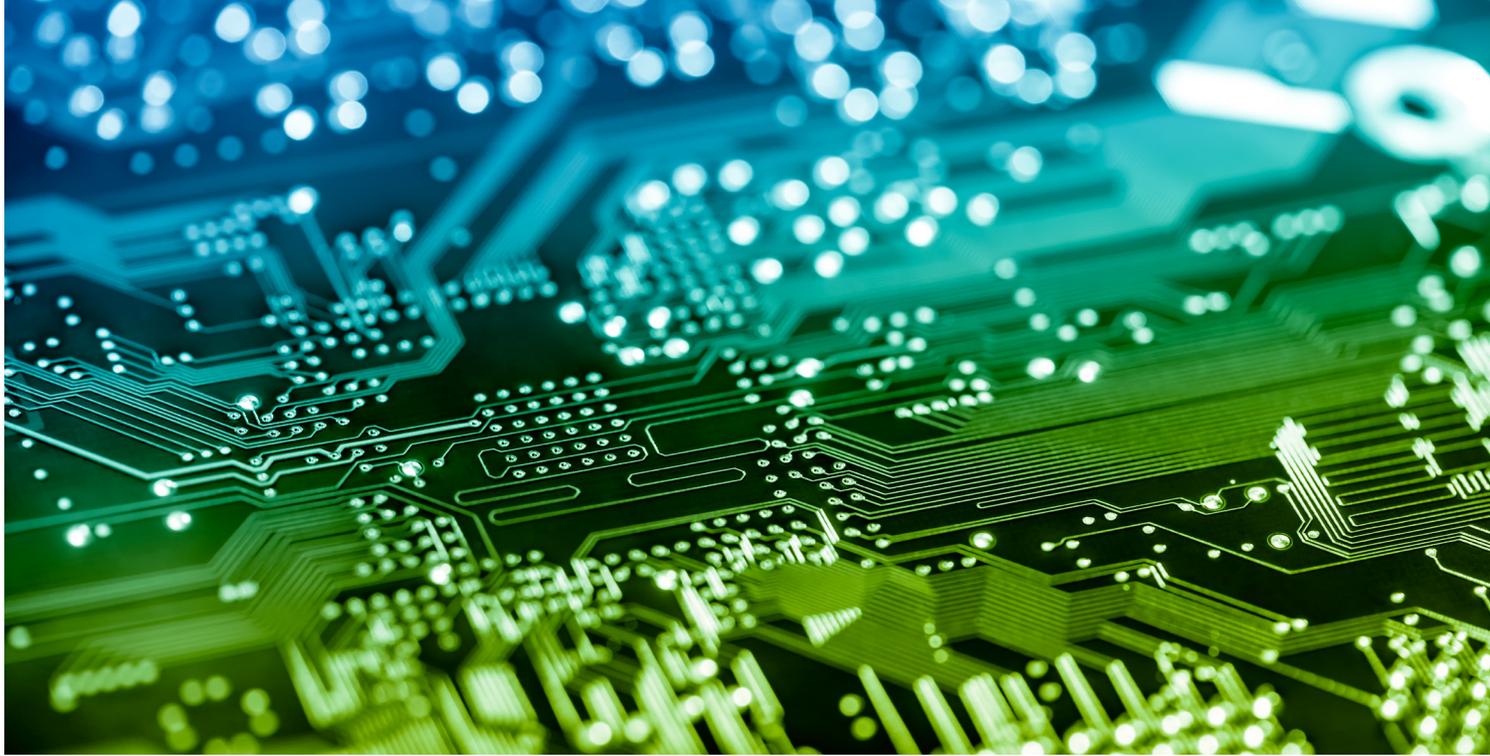
Collaboration in the Cloud

Moreover, because Eloqua stores data in the cloud, it enabled Mouser’s marketing team to constantly and collaboratively learn and refine its automation skill set.

With cloud storage, the marketers could securely access, update, and leverage their data from anywhere. This was essential, as Willingham and the team sourced the expertise of partners (like Relationship One) to consolidate and sync data from multiple sources—en route, they predicted, to building the company’s first data model.

More Email Opens & More Global Collaboration

Eloqua has propelled Mouser toward great marketing results. Email open rates have increased 20% in some campaigns. In one month, the business increased its click rate by a full percentage point: meaningful growth in such a short timeframe for one of the hardest metrics to move. And these results happened “all because we changed our strategy and adopted marketing automation,” Willingham said.



Beyond the numbers, the marketing team is now able to analyze its data to find better ways to segment its audiences. Regional teams in the Americas and in Europe can do more with fewer resources—launching more programs that are more responsive, with more efficiency, cross-team transparency, and speed.

For the first time, Mouser’s marketing teams around the world are able “to share our segments or campaigns [with each other], so we can repurpose and adjust locally.”

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Director of Marketing
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After Eloqua, Their First-Ever Marketing Analyst

For Willingham, though, the biggest wins were not necessarily statistical—even though the team had those to show. The most important win was that Mouser had invested in marketing automation. “The hardest part is getting started,” Willingham said. “I’m very thankful to [be with] a company that sees the vision and the future [of both the market and our business], that understands what the next right step is to take.”

Now that Mouser’s marketing teams can bring more (and better) campaigns to life with automation, what does Willingham see as the next ‘next right step’? Today, the marketers are focused on data analytics and reporting. “We have a tremendous amount of data at our fingertips,” she said, “but we don’t necessarily have the tools to analyze that data and make sense of it.”

For this reason, shortly after Eloqua was integrated, Mouser’s first-ever marketing analyst joined Willingham’s growing team in North America. The vision for this role is to help the team implement a data management tool, so it can start analyzing the funnel from prospect to customer. The ultimate goal: more purposeful lead scoring and more targeted nurturing. “All so we can be sure,” she said, “that we’re getting the right message to the right people at the right time.”