

# MARKETING AS A SERVICE

HARTE  
HANKS

Enabling global B2B marketing & sales through MaaS for a B2B Tech Giant

## CHALLENGE

Optimizing marketing operations and execution resources across a global footprint, swamped with day-to-day support duties and with a huge array of tech and large volumes of data

## OUR APPROACH

Using a hybrid of agency and BPO model could save significant costs, optimize resource levels, and deliver effective marketing operations

## SOLUTION

- Providing skilled resources who deliver work via client direction and under Harte Hanks supervision
- 15+ years partnership, permanently delivering above expectation, moving from pure execution to strategic execution
- Providing data, analytics, martech, campaigns, social selling and demand gen
- Supporting 25+ tech tools - the entire marketing and analytical suite.
- 250 employees across the globe

## SERVICES

- Data Enhancement
- Campaign Automation
- Sales Support
- Marketing Analytics
- Marketing Helpdesk
- Social Strategy

## RESULTS

**16%**

improvement in overall marketing efficiency

**30%**

less duplicates and poor quality marketing data

**19%**

decrease of full time headcount and expenses

**4.5** /5

procurement score

## LEARN MORE

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