

# Major Educational Institution Implements Pardot

## Apollo Education Group



### LOCATION

Phoenix, AZ



### EMPLOYEES

10,000+



### INDUSTRY

Higher Education

## Challenges

- Apollo's "Contact Us" form lacked the ability to identify duplicate leads.
- Need the ability to assign "leads" in an efficient and time effective manner.
- Need the ability to create campaigns and tie in marketing tools into their website.

Apollo Education Group, Inc. is one of the world's largest private education providers, serving students since 1973. Through its various subsidiaries, the Apollo Education Group offers undergraduate, graduate, professional development and other non-degree educational programs and services both online and on-campus principally to working learners. Its educational programs and services are offered throughout the United States and in Europe, Australia, Latin America, Africa and Asia, and online everywhere in the world.

Apollo approached Cloud Creations (Salesforce) because it needed "out of the box" web applications and custom coding. Apollo's existing "contact us" form did not have the ability to identify duplicate leads; so, often times contacts were duplicated and sales leads were hard to produce and generate because of this. So, in desiring to streamline this process they needed the ability to assign "leads" in an efficient and time effective manner. A program for "lead assignments" had to be created as well. Apollo was also wanting the ability to create campaigns using mass email that would then tie these emails into marketing tools embedded on their website allowing them the further ability to track critical contact information.

Cloud Creations incorporated Apex Class and Code and

## Solutions

- Incorporated Apex Class and Code into the Apollo website to filter out duplicate contacts
- Developed a “web to lead” custom contact form with custom “round robin” Lead Assignment Roles
- Developed custom buttons for selecting student or contract”
- Incorporated Pardot for marketing landing pages and email campaigns

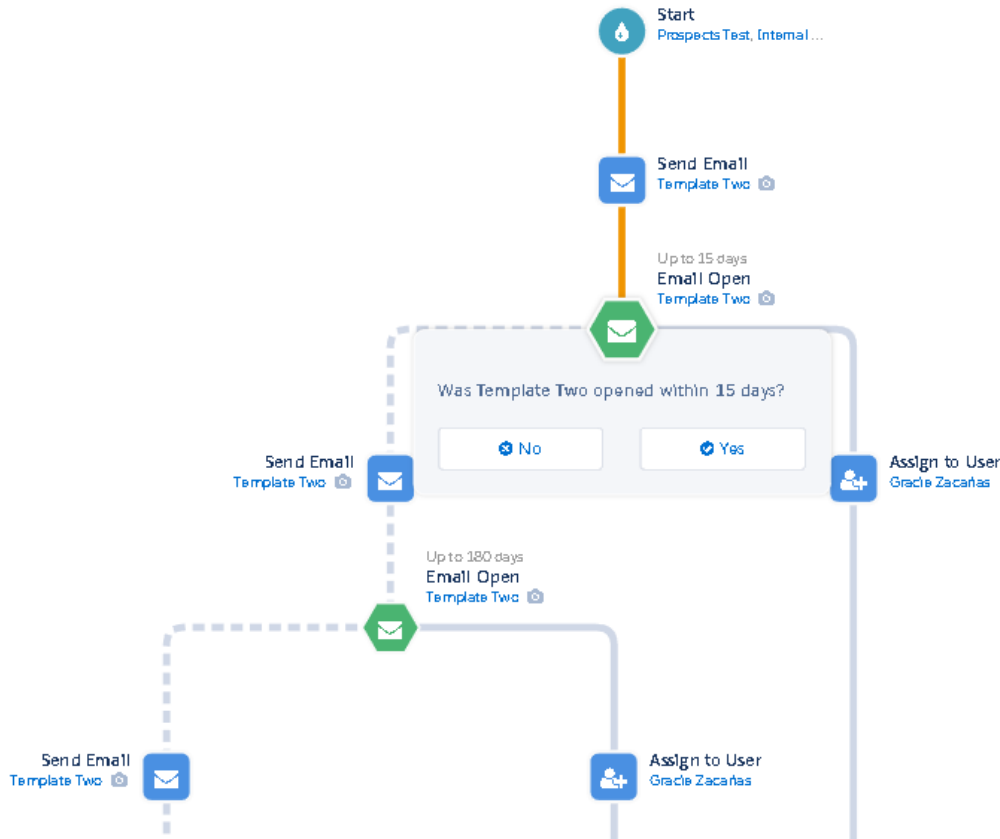
## Results

- Duplicate leads and contacts were flagged and rectified.
- Improved flow of sales and contact leads through systematic user-ship codes.
- Apollo can now send targeted email marketing campaigns as well as track the delivery and opening of messages.

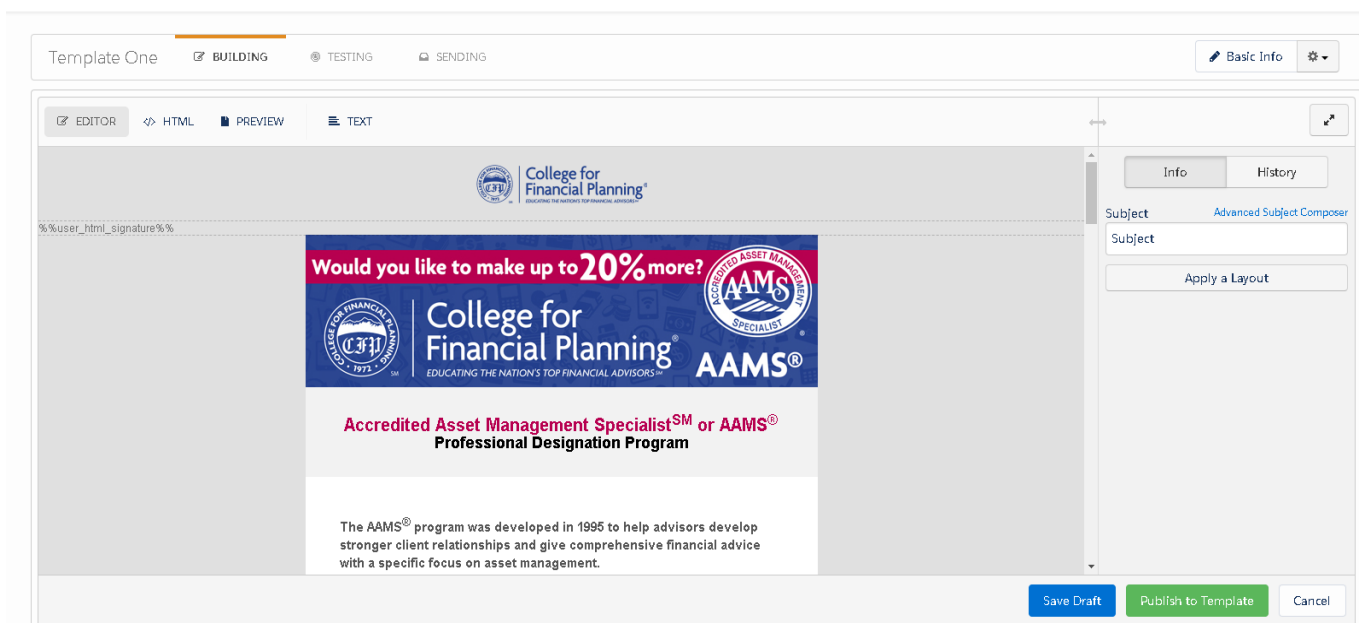
Salesforce into the Apollo website. By doing so administrators were capable of going through contact records and checking off those that were duplicate in order to filter them out of the “contact” registry. A “web to lead” custom contact form allowed Apollo representatives to streamline sales and contact activities using custom “round robin” Lead Assignment Roles in Salesforce. Custom buttons developed by Cloud Creations also allowed users to select a “contract” or “student” functionality for a further streamlined contact and sales process.

Pardot was also incorporated to create marketing landing pages, and generate mass email custom marketing campaigns. As a result, internal Apollo employees are able to flag and rectify duplicate leads and contacts. A multi-functionality of class and code developed in Apex and driven through Salesforce further allowed employees to create systematic user-ship codes to ensure a smoother flow of sales and contact leads. Pardot, allowed Apollo to create prospect campaigns whether for alumni or new/interested students. With a functionality upgrade in mind, Apollo further utilizes Pardot to track when a campaign email is opened and continue to


## Prospect Schematic Screenshot



## Campaign Template Screenshot



## Contact Form Screenshot



First Name (required)


Last Name (required)

Email (required)

Phone

Comments

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