

Algonquin College boosts leads and closed sales, powered by DemandLab and Adobe Marketo Engage

Location: Ottawa, Canada

Institution: Algonquin College (19,000+ full-time; 36,000+ continuing education)

Partners: DemandLab (martech agency), Adobe Marketo Engage

KEY METRICS / HIGHLIGHTS

- 71% year-over-year improvement in lead generation
- 18% increase in sales
- Over 10% click-through rates (in select campaigns)
- 50% reduction in distribution and marketing costs (print & fulfillment)

CHALLENGES

Before partnering with DemandLab and Adobe, Algonquin College's marketing operations were limited by "batch-and-blast" email tactics. They lacked visibility into campaign effectiveness, user engagement, and prospect behavior. Because their student base spans high school graduates, adult learners, and continuing ed, their sales cycles vary greatly—from days to years. This diversity made it difficult to tailor messaging or measure the impact of marketing investments.



Algonquin recognized the need to shift from hopeful, one-size-fits-all marketing to precision, data-driven conversion strategies. They needed not only a robust automation platform but the strategic and technical support to implement it effectively.

SOLUTION / APPROACH (WITH DEMANDLAB + ADOBE)

After evaluating several marketing automation platforms, Algonquin selected Adobe Marketo Engage for its powerful nurture capabilities, real-time tracking, and native integration with Salesforce CRM. However, selecting the platform was only the first step. To realize the full value of Marketo Engage, the college engaged DemandLab, a specialized martech agency, to lead implementation, strategy, and optimization.

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Together, DemandLab and the Adobe team worked closely with Algonquin's internal marketing and IT teams to:

1. Define the lead model and scoring architecture

— DemandLab helped Algonquin map its student journey, define stages, and build a lead scoring framework that reflected intent and engagement.

2. Plan and build the campaign architecture/nurture programs

— DemandLab led design and development of complex nurture programs, triggered workflows, segmentation logic, and dynamic content strategies — enabling “advanced nurturing” rather than basic drip emails.

3. Integrate systems & data flows —

DemandLab's technical expertise ensured smooth integration between Marketo Engage,

Salesforce CRM, the college's website, and other martech systems so that lead data flows, attribution, and tracking would be accurate.

4. Train users, establish governance, and evolve processes

— DemandLab coached Algonquin's marketing team on best practices, change management, governance (naming conventions, campaign stewardship), and measurement methodologies to sustain growth.

5. Continuous optimization & analytics —

After launch, DemandLab provided ongoing support, A/B testing guidance, attribution modeling, and performance optimization to refine which campaigns convert most effectively.

Thanks to this partnership, Algonquin moved beyond theory and pilot programs into full-scale, scalable, data-driven marketing.

RESULTS & BENEFITS (WITH DEMANDLAB'S INFLUENCE)

With the DemandLab + Adobe-enabled solution in place, Algonquin College achieved:

71%

increase in leads
year-over-year

18%

uplift in closed sales attributable
to more efficient marketing

Improved click-through rates,
in some campaigns exceeding

10%

50%

reduction in distribution and
marketing costs (especially via
print/fulfillment savings)

Better marketing ROI and
attribution visibility, allowing
the marketing function to justify
and drive revenue

Faster deal cycles and more
effective lead progression
thanks to refined scoring,
segmentation, and nurture logic

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As Dell Wotherspoon, Executive Director of Advancement, remarked:

“Life before Marketo Engage was like being in the dark ages. Marketo Engage has put us into the modern era of marketing and helped us increase leads by 28% and sales by over 18%.”

With DemandLab acting as the bridge between technology and strategy, Algonquin’s marketing team gained autonomy, structure, and confidence to execute conversion-oriented programs.

CONCLUSION & LESSONS LEARNED

By combining a leading automation platform (Adobe Marketo Engage) with the specialized expertise of DemandLab, Algonquin College transformed its student acquisition marketing from high-volume guesswork to precision, data-driven engagement. Key to their success was:

- A partner who could operationalize both the technical and strategic dimensions
- Deep alignment across teams (marketing, IT, admissions)
- A governance model and training that embeds discipline and scaling
- A focus on continuous optimization rather than “one and done” deployment



DemandLab is a leading global B2B martech consultancy headquartered in the United States. We specialize in crafting innovative strategies, executing impactful campaigns, and optimizing performance for marketing organizations worldwide. With a blend of creativity and a strategic mindset, we solve the most complex technical marketing challenges, driving tangible results in today’s digital ecosystem. Visit demandlab.com.

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