

CASE STUDY

Building a Marketing Engine That Drove 3.5x Revenue Growth



Client: Rev.io | **Industry:** B2B SaaS (Telecom Billing & PSA) | **Engagement:** VP of Marketing (5.5 years) | **Starting Annual Revenue:** \$10.5M

The Challenge and Opportunity

When I joined Rev.io as their first VP of Marketing in June 2019, the marketing function was a tactical support arm rolled up under Sales. The team maintained the website, prepared event materials, and handled direct mail, but had no strategic role in driving pipeline or revenue.

Rev.io had a superior product and strong outbound sales organization, but the company wasn't separating itself from competitors despite a premium price point. Leadership recognized the need for "air cover" — a real marketing engine that could generate organic and paid inbound pipeline to complement the outbound sales motion.

Pipeline Mix Before

Outbound 70%

Events 20%

Inbound 10%

Starting Point

\$10.5M

Annual Recurring Revenue

~1/3

pipeline touched by marketing

The Approach: Building Multichannel Demand Generation

Rather than simply "turning up" marketing tactics, I built a structured demand generation system around four distinct sources of revenue:

1 Inbound

- Hired a full-time content manager with a journalism background and web copy experience
- Hired a demand generation manager with multichannel campaign experience
- Expanded volume organic content and improved SEO strategy
- Refined brand standards for market awareness and action
- Launched Google Ads for matched SEO-SEM strategy

2 Events

- Expanded event calendar and investment in the channel
- Set up a professionalized "brief-based" approach to planning for event success
- Set specific goals per show; added speaking sessions and at-booth demos
- Built promotional cadences to drive booth traffic before and during events

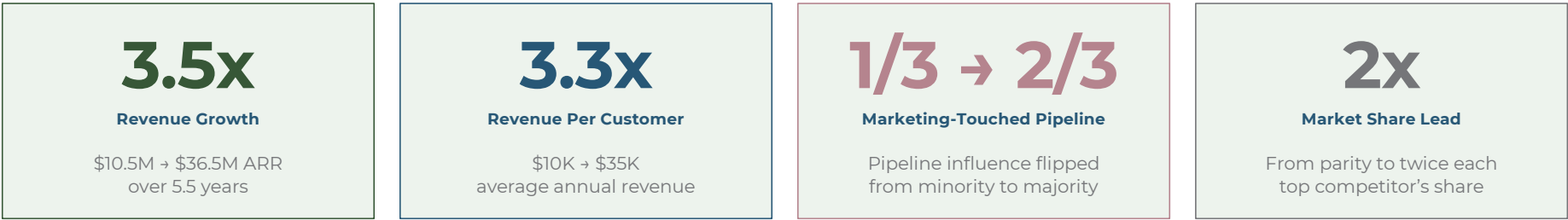
3 Referrals

- Formalized the Rev.io partner network with quarterly referral targets
- Deployed team members to jointly manage partner relationships with Sales
- Created co-marketing content: written works, webinars, joint campaigns

4 Outbound Support

- Improved messaging scripts and CRM processes for the sales team
- Implemented lead scoring (profile + intent) to prioritize account targeting
- Marketing supported Sales with better tools, scripts, and alignment

The Results



Pipeline Transformation



“ Patrick was instrumental to Rev.io's growth during his tenure as our VP of Marketing. He put the structures in place to ramp demand from inbound and events, led co-marketing with key partners, and added new specialized functions to our team that sourced revenue at scale. He was also a poised leader and public representative of the company in our ecosystem. For companies that want to reach their next stage of marketing-sourced growth, I highly recommend working with Patrick.

— Brent Maropis, CEO, Rev.io

The Takeaway

Rev.io's transformation wasn't about adding more marketing tactics. It was about building a system: defining the pipeline sources, investing in each one strategically, and aligning marketing with sales to create compounding growth. That's the approach I brings to every Four Cross Advisory engagement.