



Smarter operations helped this SaaS company **save \$3M and increase qualified pipeline**



The challenge

A global SaaS company faced significant pressure to optimize spend while modernizing its marketing operations. With a company-wide transformation goal of saving \$12.4M, the marketing team was tasked to find a partner to deliver at least \$3M in operational savings.

However, the real objective was deeper. Leadership sought a partner to execute a holistic organizational transformation, one who could:



Eliminate redundancy and excess spend



Leverage offshore capacity to scale economically



Modernize and streamline core marketing operations



Deliver sustainable agility and flexibility to adapt proactively to annual reorganizations and structural transformations

The solution

They turned to 2X to execute a global operating model transformation that would not only hit cost savings targets but also build a more resilient, future-ready marketing function. 2X restructured delivery across teams, reduced duplicate roles, and **transitioned a significant portion of operations offshore**—delivering the same or greater output at a fraction of the cost.

The engagement emphasized flexibility, tight alignment with evolving business priorities, and readiness to support marketing through every phase of change.

Execution highlights

\$3M+ cost savings achieved

The company realized over \$3M in savings with 26 FTEs transitioned through 2X. The freed-up budget was reinvested in strategic growth initiatives, without compromising delivery or performance.

Marketing volume increased, not reduced

Even with leaner resourcing, output surged. For two key business units, 2X drove thirteen concurrent marketing programs, generating 1,828 6QAs through hyper-focused campaigns. These weren't vanity metrics. The 6QAs, identified through 6sense's predictive analytics, reflected real buying intent and directly fueled pipeline momentum.

Competitor takedown campaigns that won back market share

One standout success: a series of competitor takedown campaigns combining ad banners, webinars, and social media to convert accounts targeted by rivals. Detailed, targeted messaging and strategically coordinated execution produced tangible competitive shifts, significantly strengthening the organization's strategic market position.

Built-in agility for a transforming enterprise

With an annual re-org cycle and plans to split into multiple business units, the organization needed a partner that could move fast and flex with change. 2X delivered:

→ **Seamless organizational alignment**

As the business restructured, 2X redefined workflows to reflect new engagement models and reporting lines—without disruption.

→ **Operational resilience**

By embedding offshore capacity, 2X allowed the company to pivot quickly without incurring new costs or headcount.

→ **Short-term wins, long-term strategy**

While adapting to new org structures, 2X continued delivering on immediate objectives: ABM support, utilization reporting, performance dashboards, and campaign execution.

→ **MarTech fluency**

With deep expertise across Salesforce, Marketo, and 6sense, 2X ensured full tech stack continuity during team transitions—keeping the engine running while the organization evolved.

The impact

\$3M+ in annual savings

through optimized resourcing and offshore delivery

1,828 6QAs generated

across thirteen concurrent programs

Full operational continuity

during organizational restructuring

Seamless MarTech integration

with 6sense, Marketo, Salesforce, and more

The takeaway

This transformation demonstrates how operational efficiency can directly translate into strategic influence and revenue growth. With 2X, the SaaS leader didn't just reduce costs, they scaled output, sharpened targeting, and built a foundation for growth.

Choosing 2X means elevating marketing's strategic impact with clear, credible, quantifiable outcomes that the C-suite respects. It's operational excellence with strategic purpose.

Build a future-ready marketing engine

Make marketing indispensable to strategic growth with 2X.

Discover more →