



Emburse and 2X rebuild a smarter GTM engine for scalable growth and lower costs

How Emburse reimaged marketing with 2X



Introduction

With a bold mandate to accelerate growth while reducing costs, Emburse set out to reimagine its marketing operating model. To bring that vision to life, Emburse partnered with 2X to co-develop a more agile, scalable, and performance-driven approach.

This case study explores how a high-performing but overstretched organization transformed fragmented execution into a unified, scalable marketing engine, unlocking efficiency and performance without missing a beat.



I chose to partner with 2X because their model gives me flexibility in managing my talent mix while hitting my financial goals. They have tremendously capable marketers who onboard and earn trust quickly, getting us to great outcomes, faster."

Johann Wrede,
three-time 2X client, former Emburse CMO 2023-2024

Key outcomes at a glance

- **56% growth** with 22% lower marketing spend
- **52-FTE MaaS team live in 60 days** at half the cost
- **MarTech overhaul unlocked \$31 million pipeline** and 1,169% ROI
- **Faster sales cycles** and 95% stakeholder satisfaction
- **CMO playbook to scale**, prove ROI, and fund growth

The challenges

1 A high-stakes go-to-market (GTM) mandate

Founded in 2014, Emburse grew rapidly through a common private equity playbook: a roll-up of complementary companies under a unified brand. As is typical in such combinations, the next phase focused on rationalizing resources, streamlining operations, and consolidating the go-to-market (GTM) model to drive profitable growth at scale. In 2024, Emburse was tasked with achieving 56% growth and a 22% cost reduction, bold goals that required a fundamental operating model shift.

2 A misaligned operating model

The existing marketing operating model was no longer sustainable or aligned with the business's evolving needs. Emburse's existing GTM structure lacked the scalability, agility and operational efficiency required to meet ambitious performance targets. Emburse leadership needed an integrated, strategic partner who could move fast, integrate deeply, and deliver on its targets for profitable growth.

3 Inefficiencies in MarTech and lead management

Emburse's marketing stack was fragmented and underused post-roll-up, with outdated lead flows and no clear Demandbase strategy. A simultaneous Marketo-SFDC consolidation under tight deadlines added urgency to an already complex, inefficient GTM environment.

To meet these high-stakes challenges, Emburse turned to 2X not just for support, but for strategic reinvention.



I do feel that the people we have supporting us are now members of my team. I value their skills and knowledge."

Katie Gibson,
former Emburse SVP of Marketing

The strategies



Marketing as a service (MaaS): Scale capacity on demand

2X embedded a 52-FTE equivalent marketing team in just 60 days, increasing Emburse's capacity by 20% while operating at less than 50% of the original cost. This flexible team included strategists, campaign managers, creatives, operations specialists, and analysts, all aligned on revenue impact. Freed from traditional hiring constraints, Emburse redirected \$2–3M in labor costs toward high-value initiatives without compromising speed or quality.



Operating model transformation

2X and Emburse rearchitected the marketing operating model around accountability, agility, and outcomes. The team rebuilt workflows, redefined roles through RACI alignment, and eliminated silos across marketing functions. Rather than retrofitting solutions, 2X led with strategic design, then adapted the structure to meet Emburse's evolving pace.



Tech consolidation and optimization

Technology transformation was another cornerstone of the engagement. 2X accelerated a stalled Marketo-SFDC-Demandbase integration, preserving pipeline continuity while resolving bottlenecks. Once stable, the team rebuilt lead scoring and routing logic and transformed Demandbase into a solution-led ABX platform. Full MarTech alignment was achieved across Salesforce, Marketo, Drift, Highspot, and Demandbase.



Seamless transition and embedded support

Throughout the transition, 2X ensured continuity. With fast onboarding and access to content audits, templates, and internal documentation, the team preserved institutional knowledge and kept campaigns running smoothly. Resources were dynamically allocated based on shifting business priorities, with 2X scaling and realigning teams as needed. Within just a few months, Emburse stakeholders were describing 2X as true team members.



Human outcomes and strategic trust

At the 120-day mark, CSAT surpassed 95%, with glowing internal feedback. Within the first year of the new operating model, Emburse's Vice President of Marketing Operations was selected for the organization's President's Club, and its Vice President of Demand Generation was promoted to Senior Vice President of Marketing. The architect of the transformation, Johann Wrede, later brought 2X into his next company, UserTesting.



The team has done a really incredible job helping us get to where we needed to be."

Katie Gibson,
former Emburse SVP of Marketing





The results

Together, Emburse and 2X delivered quantifiable impact across cost, revenue, process, and culture. Emburse's journey demonstrates that when strategy, speed, and execution come together, growth becomes inevitable.

Financial impact

\$2-3M in labor costs

reallocated toward growth initiatives, where over \$100K per month was delivered in net savings, without sacrificing campaign volume or velocity

\$30.99M in influenced pipeline

including all opportunities influenced via ABM, Demandbase, and campaign support

\$12.5M annual revenue generated

with approximately \$1.04M per month and 11.7x ROI attributable to 2X-supported programs, a significant contribution toward Emburse's 56% year-over-year growth target

1,169% ROI

a substantial return on marketing dollars invested with 2X

\$15.96 return per \$1 spent

a Return On Advertising Spend (ROAS) that's four times higher than the industry benchmark

~\$490K in opportunities generated per month

highlighting sustained momentum from the program overhaul

Operational and strategic impact



Improved sales velocity from redesigned scoring, routing, and nurturing flows



Full MarTech alignment, optimizing and unifying Demandbase, SFDC, Marketo, Drift, and Highspot



Stakeholder satisfaction >95%, with strong internal feedback and post-transition endorsement from key executives

Key takeaways

→ Marketing operating model transformation drives results

2X redesigned Emburse's marketing engine, proving efficiency and revenue growth can go hand in hand.

→ ABX + Lead management = Revenue multiplier

Strategic improvements to ABX and lead management dramatically improved conversion and pipeline quality.

→ Scale faster with lower risk

The MaaS model delivered faster impact, reduced risk, and gave Emburse access to elite marketing capabilities on demand.

→ People make the difference

2X didn't just provide services; it built trust, elevated stakeholder performance, and became a part of the team. This trust translated into long-term success, with high CSAT, stakeholder promotions, and further partnerships, underscoring 2X's lasting impact.

About 2X

2X is a leading B2B marketing-as-a-service firm that helps marketing leaders achieve greater impact while lowering costs through its managed services delivery model. Servicing over 150 clients including SAP, Ricoh, Docker, Hyland, Seismic, Qlik, and GoTo, 2X provides dedicated and highly skilled FTEs who specialize in marketing operations, martech management, campaign execution, content and creative production, and strategy consulting services. With more than 1,000 team members globally, 2X is backed by private equity firms Recognize and Insight Partners and has been recognized as one of the fastest-growing companies in the US by Inc. and the Financial Times. For more information, visit [2X.marketing](https://2x.marketing) or follow us on [LinkedIn](#).

Our Success Stories

SANDLER

Increased **marketing-influenced pipeline by 30%** and **web engagement by 300%**.

 **HYLAND**

Generated \$2.1M marketing-influenced pipeline with a six-figure reduction in advertising budget within 3 months of ABM campaign launch.

SAP

Achieved a \$1:\$112 ROI on overall program investment to pipeline value.

[View our full services →](#)