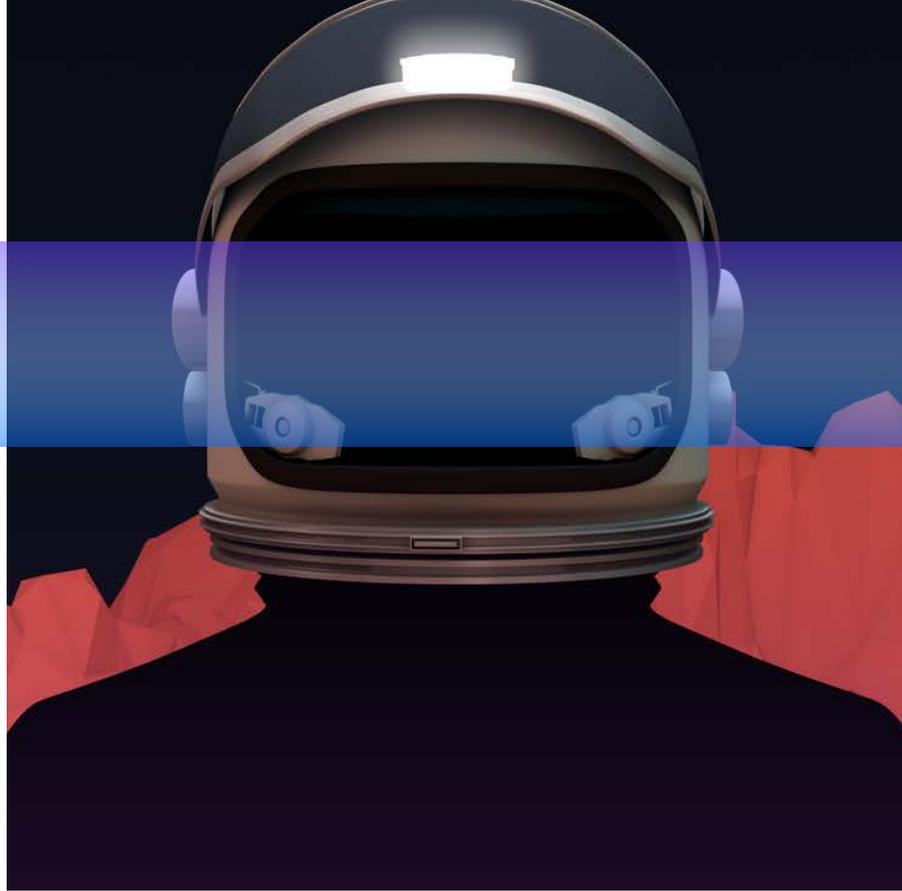# CUSTOM WEBSITE DEVELOPMENT: WORDPRESS AND MARKETO

JASK is a cybersecurity SaaS startup that was acquired by Sumo Logic in late 2019. BeanMachine handled all website development, Marketo CRM, and 3rd party software integrations to work alongside their product.

In 2017 JASK reached out to BeanMachine in need of a development team to oversee and execute web and Marketo CRM initiatives. At the time JASK was using a pre-built Wordpress theme that they had outgrown.

BeanMachine was an integral part of the team that redesigned and developed a custom Wordpress site launching in 2017. Post-launch BeanMachine played a role in fundraising and technical consultation. In 2018 the company was able to raise $25 million from venture capital firm Kleiner Perkins to further build out their autonomous security operation platform.

Due to the startup nature, JASK needed to ensure their digital marketing channels were airtight. Marketo was the CRM of choice and housed all KPI metrics. 80% of JASK's marketing campaigns are digital, leading prospects directly back to certain UI/UX interfaces on the website.

Using Marketo APIs and customizations BeanMachine developed numerous landing pages, email templates, white papers, and marketing collateral to enhance JASK's digital marketing presence.

JASK

JASK

Cybersecurity SaaS

Austin, TX

jaskasoc.wpengine.com

AT A GLANCE

CHALLENGES
- Ensure a modern UI/UX flow
- Execute an enterprise-level website in less than 6 months
- Ensure the site has 99/99% uptime with proper load balancing and proper cloud architecture
- Efficiently use Marketo for marketing

SOLUTIONS
- Workflow setup in Invision and Slack
- Team of 6 individuals dedicated to website design and development
- AWS architecture and load balancing
- Integrate with Marketo API features

BeanMachine

SOLUTIONS

JASK was exponentially growing and needed an "always-on" web development team to meet their increasing demand and integral challenges during product pivots and brand shifts.

BeanMachine rebuilt the JASK website in 2017 as a custom Wordpress instance so it was easier to integrate with 3rd party software like Marketo, Greenhouse, and the JASK ASOC platform.

We offered JASK a 3-year term of 24 hours support post website launch and help with their acquisition and migration through 2020.

STRATEGY & APPROACH

1 WEBSITE DEVELOPMENT

BeanMachine opted to build a custom Wordpress site with an advanced admin panel and site architecture. The CMS was built so marketers could easily edit the site. Through AWS we setup load balancing to ensure the site was never incapacitated during traffic spikes.

2 MARKETO INTEGRATION

An immense effort from the JASK team was channeled into digital marketing to generate leads. Their CRM of choice was Marketo and we fully integrated this software into the website along with the design and development of marketing collateral.

3 SUPPORT AND MAINTENANCE

Post website launch JASK needed a partner who could stay by their side to meet demands. We offered a 24/7 support package and spun up infrastructure on our end to ensure we were always available for JASK at a moment's notice.

RESULTS

25,000

DAILY WEBSITE VISITORS

Wordpress website and AWS architecture

100+

MARKETO ASSETS

This includes landing pages, emails, PDFs, and forms

$25 M

RAISED FUNDING

Integral part of the team raising a series B

500+

WEB LEADS GENERATED

Technology used tracked leads in all buying stages

LET'S CREATE
www.beanmachine.dev

BeanMachine