

ABM Case Study Collection

Five cases that exemplify best ABM practices

ACCOUNT BASED MARKETING – CASE STUDIES

How personalizing content improved service provider email & open rate by 37%.

SITUATION



Datanyze is a technographic services provider – providing data to users of marketing automation platforms on what kind of technology their prospects are using. They have solutions that integrate with two of the leading marketing automation providers: Marketo and Hubspot. They wanted to segment accounts and concentrate an awareness campaign only on companies that use one of these providers.

PROCESS

Each of the prospects were sent different messages via an email campaign. One message focused on the time saving from qualifying the flood of leads you can receive using Hubspot (Image on the left). They talked about a common problem using Marketo and how they solved it (Image on the right).



Hubspot increased account to opportunity conversion by 3x.
When you're HubSpot, you generate a ton of inbound interest. But how do you cut through the noise, find the leads that are actually qualified and get them to sales quickly?
That's where Datanyze came in. We helped HubSpot's marketing team turbocharge their lead qualification and routing process, which led to a big increase in sales opportunities.
Interested in learning more? [Check out our case study.](#)



HubSpot

SARA SWENSON
Marketing Operations

"Datanyze data has helped our sales reps quickly qualify inbound prospects and convert at a higher rate. The email alerts feature notifies our reps the day one of their accounts adds or drops specific technologies, and these accounts are 3x more likely to become opportunities."



Marketo Achieves Unrivaled Competitive Intelligence With Datanyze
When you're Marketo, you generate a ton of inbound interest. But how do you cut through the noise, find the leads that are actually qualified and get them to sales quickly?
That's where Datanyze came in. We helped Marketo set up real-time alerts, qualify leads faster and make sure the right leads get to the right reps at the right time.
Interested in learning more? [Check out our case study.](#)



Marketo

"Datanyze has been extremely effective in helping us with

RESULTS

Interestingly they both used the same body copy but different headlines. By segmenting accounts this way, using some simplified personalized messaging the email open rates averaged 37% higher than normal open rates.

KEY TAKEAWAY

Content can stay similar, even for different target segments, however the way you grab the attention in the headline should be personalized.

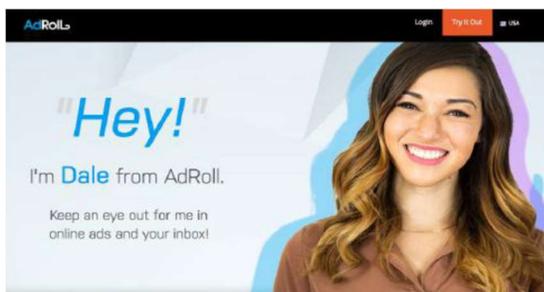
How using multiple channels increased meetings by 3x and stalled sales closed at 41%

SITUATION

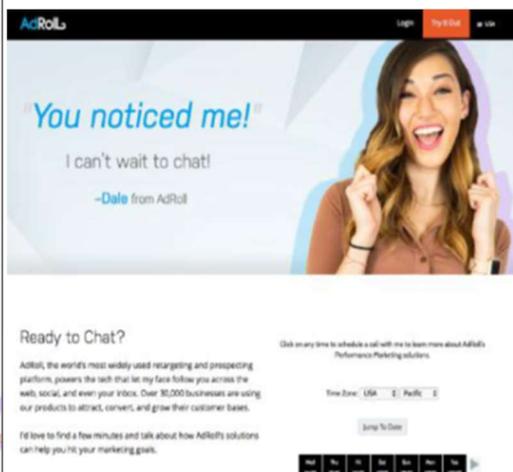
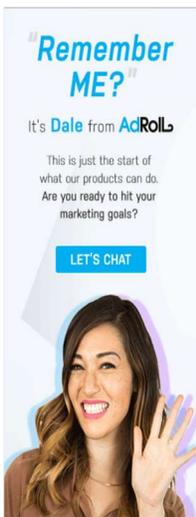
Adroll is a marketing company that helps customers find and engage with their ideal prospects. Their business offers part of an ABM solution, however they have challenges with their marketing. They wanted to get more meetings, nurture prospects post meetings and push through deals that were stuck.

PROCESS

More meetings - Starting with priority accounts that receive lots of email but fail to convert to meetings.



They began with an account-based advertising campaign to serve as air cover while the sales team approached them via email. They introduced different personal touches with ads, email and personalized landing pages with images of the sales person that would be following up. When prospects visited the landing page they would employ retargeting for a 24 hour period – with links to another landing page for appointment setting. (Below)



Nurture prospects - Adroll, wanted to increase engagement and conversions from the high value accounts that they had met. To do this a personal direct mailer was sent out to them to make an impression and a highly personalized re-targeting campaign followed with the use of the individual company name.

Push through stuck deals - For clients that had not responded in over 30 days, they sent another direct mailer – this time an innovative but simple idea of

providing a notebook with notes/checklist about they could get started and client testimonials.

RESULTS

Appointments increased by 3x, engagement increased and the stalled clients closed at a rate of 41% with the direct mail follow up kit sent.

KEY TAKEAWAY

Make the approaches personal, give them a reason and make it easy for prospects to meet. Use multiple channels, prospects are busy and may miss one of your channels. For very high value prospects understand their specific needs and be more personal in your follow up.

How a start-up company, increased awareness and opportunities by 69% by focusing on the right accounts.

SITUATION



Attivo is a start-up data analytics company who's objective, was not demand generation, but to raise awareness and engagements in their target accounts.

PROCESS

They started with customers that fit their ideal customer profile which they found through three sources: i) an account list agreed by marketing and sales, ii) best fit accounts identified through use of a data management provider (Oceanos) and iii) best fit accounts via their inbound campaigns.

They utilised another technology provider, Bombora, who source prospects via buyer intent. They tested to see if there was any surge or interest in four key search words that came up in the buying process. They then used these key words in an advertising campaign. Both the ad messaging and landing pages made use of these key words and were tested for effectiveness.

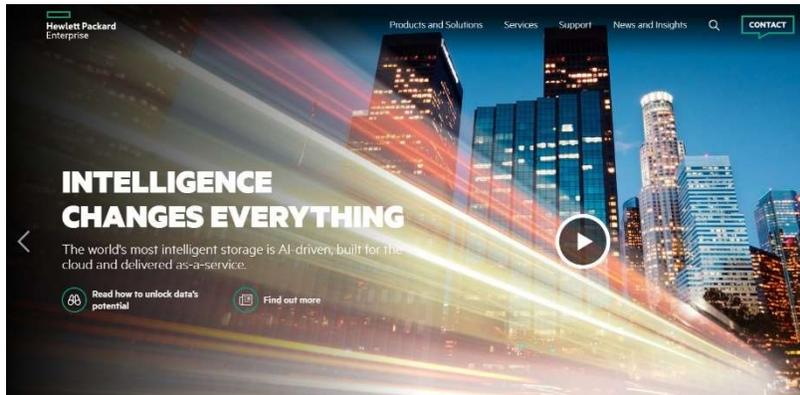
RESULTS

Success was measured by website engagement and opportunities created. What they saw was a 3x increase in total website visits and unique visitors from target accounts with 69% of all new opportunities were generated by this ABM program.

KEY TAKEAWAY

The reason for success was the time taken to build personalized ads, based on key information researched on clients via technology and sales personnel and focusing on engagement with key accounts not solely lead generation.

How a leading technology provider wisely invested in content to find new customers and generate revenue of US\$33 million



SITUATION

HPE (Hewlett Packard Enterprise) provides its customers with the technological infrastructure to support change and growth. One of its challenges was to focus on a new customer area – retail and financial services. Although a well-known brand HPE had to cut through all the marketing

information out there in these competitive sectors to have meaningful conversations with those that mattered. This required telling a compelling story to get the attention of business decision makers.

PROCESS

Their solution focused on three phases:

Research and insight – the goal was to create new relationships with senior decision makers. Top company targets were researched and decision makers and influencers identified to create a database. Workshops were held to agree messaging and sales kits, tools and other content made available for their sales team.

Digital & social engagement – A select few HPE employees were chosen to be subject matter experts, to share content and had their social profiles optimised to reflect this. A blog series was created, and a monthly e-newsletter summarising the best blogs, and special website were created. All were promoted via LinkedIn in, industry communities and HPE employee advocacy encouraged.

Face to face engagement – all marketing activities were driven towards a series of VIP events – CEO roundtables with HPE thought leaders leading the discussion, trade events and personal one to one meetings.

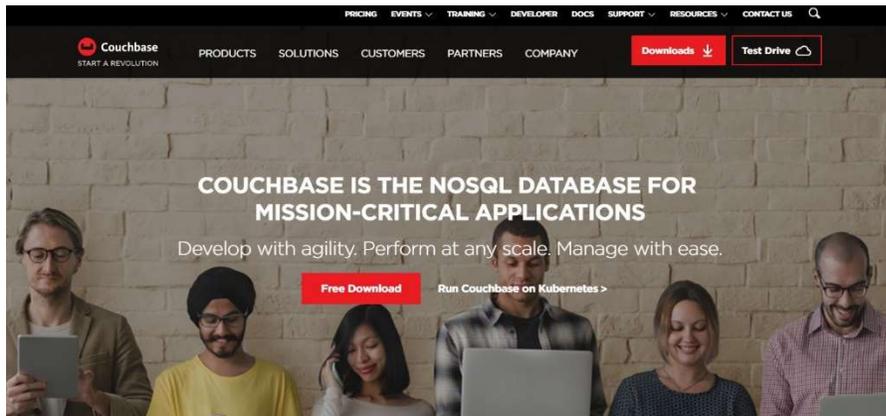
RESULTS

Great financial results were reported, pipeline of over US\$150 million, revenue of 33 million. In addition a wider goal was achieved of recognizing HPE as subject matter expert in a new customer category and raising profile with key decision makers.

KEY TAKEAWAY

Obviously HPE are well resourced however they invested wisely in developing content, thought leaders, channels and a clear call to action event program where they could leverage that thought leadership further.

How a small company, understanding content needs, quickly turned a low value niche customer base into US\$1.5 million in pipeline sales



SITUATION

Couchbase provides database engagement solutions using open source software and has a niche customer base of low value very technical focused customers. To grow it needs to cross sell and upsell value to these customers and find new

customers while this would mean moving into areas occupied by strong competitors such as Oracle. To do this they needed to broaden their list of contacts, modify their technical content for business decision makers, and understand more about the content needs of their new prospects.

PROCESS

The solution focused on account segmentation, developing personas and investing in content. Using their sales team to provide an account list they then used Bombora intent engine to provide another layer of intelligence enabling them to rank the accounts in a priority order of those most likely to buy first. Developing personas was primarily achieved through a series of workshops with customer facing employees to help them better understand the different influencers in the buying cycle and content needs. Using employee feedback and intent data on search terms and assessing the volume of interest in key words they were able to get a good mix of gut feeling and hard data to support their content choices.

RESULTS

Using primarily LinkedIn they have been able to generate over US\$1.5 million in pipeline sales and are now active in the second phase of investing more time with those accounts that are heavily engaged with them.

KEY TAKEAWAY

Using technology and customer facing employees enabled Couchbase not only to identify the right decision makers but also better understand their content needs, enabling them to adapt their existing content to great success.