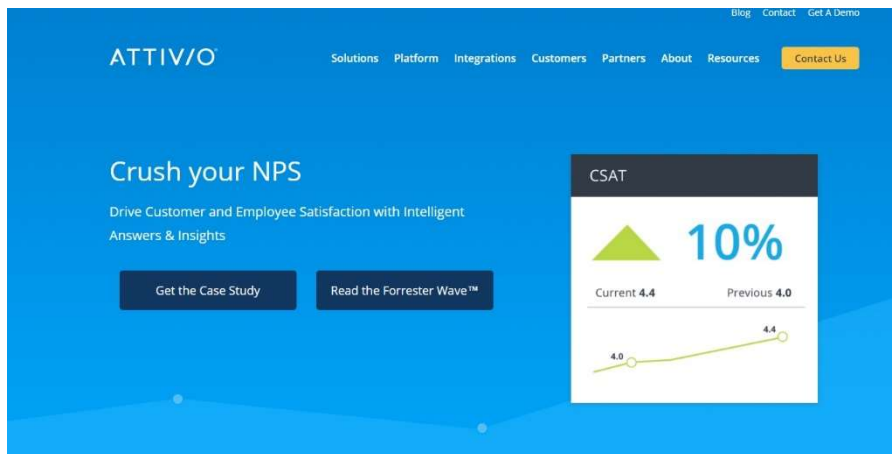


How a start-up company, increased awareness and opportunities by 69% by focusing on the right accounts.

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.