

## **ACCOUNT BASED MARKETING: VALUE OF DEALS INCREASED \$6M IN ONE QUARTER**

### **BUSINESS CHARACTERISTICS**

Fortune 50 IT Services Organization, specializing in large scale network upgrades, consulting projects and long term digital transformation support projects.

### **SITUATION**

Too many leads, but not enough quality. Leads were coming in through all channels – especially digital – but they weren't refined. Too many low quality, incorrect profile leads, and not enough sales team power to be able to mine for the best possible prospects. As a result, missed opportunities and low lead conversion rates.

### **SOLUTION**

Identify key companies that matched the ideal customer profile and target only those companies when prospecting. Leads from these companies go to the top of the list and are a priority. This frees up labor and focuses energy on areas where it is most likely to bring a return on investment.

### **Execution through Account Based Marketing**

#### **EXAMPLE OF TACTICS**

##### **1 Paid Social Campaign**

Targeted job titles within target companies. On LinkedIn and other social networks, created targeted campaigns that overlaid job title, job level (director level and above), along with geography and company name. This level of targeting decreased the amount of 'junk' and produced 30% more marketing qualified leads vs marketing generated leads, who then further engaged with nurture content and other digital and offline channels.

## **2 Outbound Display Campaigns Using IP Targeting**

Identifies corporations by their IP addresses, and this information was then applied to target customized digital ads to users on the corporate network. By overlaying behavioral information, the team was able to identify director level roles and above on those network. The ads were personalized to specify the company name. For example, the headline read “Helping companies like Target achieve greater ROI” when identifying someone on the Target network. This type of personalization increased engagement with ads by more than 25%, as well as increasing brand recognition and recall.

### 3 Inbound Website Personalization

The same IP information that identified users on other networks was also used to identify users on the corporate website. Company specific messaging was displayed in popups and on product pages to those users identified with the target companies. Those users were then shown relevant and personalized content, pushing them further down a nurture funnel. This level of personalization and content targeting increased total number of leads by 15%, but increased the total conversion percentage from marketing generated to sales qualified leads by more than 35%.

### **RESULTS**

Due to the change in tactics, digital metrics of engagement and conversion increased significantly. But the real win – total revenue in lifetime contract value deals increased by over \$6M in ONE quarter.







