DEMAND GEN® REPORT

# 2021 STATE OF INTEGRATED MARKETING

## DATA OPTIMIZATION BECOMING A PRIORITY TO FUEL ACCOUNT-BASED EXPERIENCES, PERSONALIZED CONTENT & CROSS-CHANNEL MESSAGING

# Introduction

With B2B buyers demanding more personalized interactions with brands that recognize them across channels, marketing teams are doubling down on integrated programs and strategies. Modernizing from more traditional approaches that relied heavily on email and outbound channels to drive engagement, more B2B organizations are stressing the need to have integrated data and messaging across social, chat and other emerging channels.

**Research from *Demand Gen Report*** in 2020 showed that 86% of marketers started implementing an integrated marketing strategy or planned to implement one in the future, with many focusing on improving customer experiences with consistent cross-channel messaging. The research also showed that 27% believe integrated marketing strategies can improve internal alignment and communications, allowing organizations to create unified messaging through shared data and processes.

"Integrated marketing is not a new concept, but different channels have arisen that challenge integration," said Kelvin Gee, Sr. Director of Modern Marketing Business Transformation at **Oracle**, in an interview with *Demand Gen Report*. "The question becomes, 'how do we leverage that in our marketing strategy and create that personalized experience for buyers across email, conference, direct mail and social channels?'"

To address the influx of expanding channels, organizations are overhauling their cross-channel customer experiences, including experimentation with account-based experiences (ABX), to ensure their processes are integrated and messaging is consistent across channels and teams. Many B2B brands are also redefining their data management processes for their CRMs and marketing automation platforms, enriching their account data and integrating it for usage in all channels.

In addition, some brands are dialing up their use of social media as an engagement channel. Advanced teams are creating targeted ads that help them engage key accounts, even down to the individual, to provide buyers with personalized 1:1 engagement in multiple channels.

"Over the last year, B2B organizations have moved to dynamic, personalized, multichannel account journey-stage marketing across key channels: Advertising, social, email, events and direct mail," explained Tracy Kraft, VP of Revenue Marketing at **Demandbase**, in an interview with *Demand Gen Report*. "Marketers need to tailor their account experiences to individual stages in the buying journey and layer in levels of personalization for top-tier accounts and persona-based messaging. This allows organizations to provide an omnichannel experience that is tailored to buyers' needs at every stage of the buyer journey."

This report will focus on the current state of integrated marketing strategies in B2B and explore various topics of interest, including:

- How data optimization impacts integration and omnichannel operations;

- How organizations modernize their content creation process with experiential approaches;

- How organizations use account-based initiatives and account data to create personalized messaging in email and advertising channels; and

- Tools organizations implemented to maintain internal operations and external messaging.

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TRACY KRAFT, DEMANDBASE

# Maintaining Data Quality To Facilitate Cross-Channel Operations

One of the biggest pain points for integrated marketing strategies is data quality. In the aforementioned research, more than 75% of respondents cited disorganized and out-of-date buyer data as the reason their integrated initiatives fail or fall short.

Many B2B organizations have turned to various data tools and platforms to help them manage their integrated strategies, with CRMs (80%) and data tools (65%) ranking as the top two methods of maintaining data quality. However, the influx of buyer data inadvertently leads to disorganized databases, which impacts the relevance and accuracy of the data these tools glean over time.

Cindy Van Horne, Global Director of Communications at **McKinsey & Company**, explained that organizations need to shift their focus to the data collection process, installing cross-team workflows that help define the organization's hierarchical data. McKinsey's internal teams collaborate to tag individual leads as they enter its CRM system, qualifying clean data and building more accurate drip and lead nurturing campaigns in various channels.

"When you're executing on integrated marketing, you want to know what the result is going to look like," said Van Horne. "What are we trying to get? What leads are we trying to find? What gets into the actual CRM system that requires a follow-up or nurturing? Having that kind of quality control, and the process in place to be able to define it, will help with data quality — a decision that has to be made in collaboration by marketing teams."

**Khronos**, a B2B open technology standard provider, takes a different approach to its data management, choosing to focus on redefining its ideal customer profile (ICP) for future targeted ad building. According to Daniel Englebretson, Founder & Head of Client Services of Khronos, this allows marketing, sales and customer experience teams to aggregate data from multiple channels that fits its ICP and improve the quality of account data within its unified database.

"Searching for an easy button on your channel data is going to be a waste of your time," said Englebreston. "Being able to aggregate your data into one spot and have a good handle on it, from a technology perspective, is critical. But from a channel perspective, it's absolutely necessary to manage all the datasets coming in from traditional and social channels."

# DocuSign Drives Integrated, Multichannel Account Engagement; Increases Sales Pipeline By 22%

**THE CHALLENGE:**

## Create A Personalized Digital Experience For Targeted Buyer Segments

DocuSign is the leader in E-signature transaction management. Like many B2B companies, DocuSign saw potential enterprise buyers visiting its site and bouncing before they accessed the most relevant content.

DocuSign needed to attract the right audience and serve visitors meaningful, engaging across several integrated marketing channels. It wanted to:

- Drive more traffic from the accounts most likely to buy;

- Increase click-through rates to high-value, form-gated content; and

- Boost conversion percentage of those reaching forms without sacrificing important information.

**THE SOLUTION:**

## Attract The Right Accounts & Tailor Their Experience Through The Entire Engagement Cycle

For DocuSign, account-based marketing (ABM) means doing the work upfront. DocuSign's marketing team identifies the most opportunistic accounts, which allows the sales team to have informed, relevant conversations with the top prospects. Leveraging Demandbase, DocuSign creates and refines its target account list and then takes it a step further with **Demandbase Conversion Solution**, which captures on-site activity and off-site intent to send account insights directly to sales in real time.

ABM also means integrated marketing. While DocuSign uses Demandbase for advertising and retargeting, they also leverage LinkedIn, webinars and more. After surrounding its target accounts with an integrated, multichannel approach, it was able to measure channel performance with ABM Analytics in the Demandbase platform.

From here, DocuSign was able to launch company-specific digital campaigns for six industries, attracting target accounts to the website, engaging them with relevant content and converting them to sales prospects. The solutions included:

- **Targeting the right accounts with first-touch display advertising.** DocuSign executed a display ad campaign to 450+ enterprise accounts, personalizing messages to companies in certain buying stages.

- **Serving personalized onsite content.** DocuSign integrated the Demandbase Content Targeting module into its web platform to deliver industry-specific messages to six target industries with a dynamic, custom homepage experience that includes industry-specific images, testimonials and peer logos.

- **Shortening the free-trial form, increasing conversions.** DocuSign was able to capture detailed company info about visitors, while asking fewer questions on its web forms. Integrated into Eloqua, the Demandbase information helped sort accounts automatically into the appropriate trial.

- **Leveraging web analytics to gain detailed visibility and fine-tune content offerings.** DocuSign gained insight into the effectiveness and performance of its display advertising and website personalization enabling the team to fine-tune website messages and offers.

**THE RESULTS:**

## Right Message In Front Of The Right Company At The Right Time

DocuSign saw immediate results with the Demandbase Company-Targeted Advertising and Website Optimization solutions. Its team was able to focus on attracting and engaging the companies most likely to convert into revenue. Through targeting segments, DocuSign created personalized, engaging experiences and relationships with its prospects. With its Demandbase Company-Targeted Advertising campaign, DocuSign:

- Targeted 450+ companies with over 1M impressions delivered;

- Attracted 59% of all companies targeted to its website; and

- Generated relevant interest with 13 average page views per company.

By shortening forms and create a highly personalized website experience, it also:

- Grew sales pipeline by 22% for its top six industries;

- Increased average time on site by more than eight minutes;

- Boosted page views by over 300%;

- Decreased the bounce rate from an average of 35.29% to only 13.5%; and

- Tripled the click-through rate on DocuSign.com with industry-relevant calls-to-action.

# Leveraging ABM To Build Consistent Buyer Messaging

With more targeted go-to-market (GTM) strategies, such as ABM, providing organizations with an effective means of engaging accounts, many marketers took a blended approach to their integrated marketing initiatives. In particular, they started to lean on their ABM programs and account data to help maintain consistent messaging in all their channels.

One effective way to maintain consistent buyer messaging is to align marketing initiatives with the buyer's journeys of key accounts. According to Kraft, alignment with buyers allows marketers to accurately determine an account's pain points and create relevant messaging for engaging customer experiences. For Demandbase, this takes the form of ABX, which allows the company to build targeted ads that reach buyers with messaging and calls-to-action that are relevant and drive conversions.

"It's so important for marketers to align with their buyers at the right part of their journey," Kraft explained. "We have adopted a 100% ABX approach internally. Once they are qualified, we focus on building a foundation of trust. From there we go into the awareness and engagement stages to get to the MQA and opportunity stages. Each step is personalized to provide our buyers with an amplified customer experience — which is something desperately needed in B2B."

Gee also expanded on the role of integrated marketing in ABX, explaining that it hinges on an organization's ability to deliver relevant engagement to target accounts at the right time. Oracle uses its CRM data to build out personalized content boards in **Folloze** for its key accounts, allowing its sales team to push relevant messaging in email channels that aligns with account preferences for stronger customer experiences.

"It depends on what your account's preferences are," said Gee. "ABM is, at the end of the day, an outbound endeavor, but it's all with the mindset of delivering the right experiences at the right stage of the buyer's journey. Folloze allows us to create a set of email templates with account-relevant messages and send it to a sales rep, allowing them to edit or veto it and then send it out in multichannel campaigns. This is all driven by account data and can help marketers deliver relevant experiences based on wherever your accounts are."

Integrated marketing initiatives can also benefit from account insights. Englebreston described this as "cognitive overhead," where marketers and SDRs analyze account data from business and social channels to help pivot their messaging for universal engagement.

Khronos implements the cognitive overhead mindset in its ABM retargeting programs, allowing its marketers to create messaging that aligns with the needs and interests their accounts expressed in social channels. This allows Khronos' ads, content and SDR conversations to have messaging consistent on LinkedIn and Twitter while increasing account engagement and conversions.

"What you're trying to do with ABM and integrated marketing is get as many meaningful touches as you can across as many channels as you can and get that engagement back," Englebretson explained. "It comes down to the building blocks of 'what's my ICP?' and 'what are the personas I'm after?' If you put the right critical thinking into your messaging first, at the end of the day, your programs will be better and run faster."

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KELVIN GEE, ORACLE

# Coupa Achieves Integrated, Full-Funnel ABM By Pairing Demandbase With In-House ICP

## THE CHALLENGE

Coupa's all-in-one Business Spend Management platform helps technology companies manage spend across every aspect of their organization. Simply, Coupa empowers companies around the world with the visibility and control they need to spend smarter and safer.

When Coupa began building an ABM program, it quickly realized the need for both first-party and third-party data to gain an accurate understanding of what was happening at target accounts. The data needed to be account-based, easy to view and understand and highly actionable.

## THE SOLUTION

Coupa chose Demandbase to meet its integrated marketing and ABM needs. Coupa was first drawn to Demandbase because of its ability to match leads and contacts to accounts, its highly customizable Account Journey and its first-party engagement reporting. Coupa also turned to Demandbase for its Targeting Solution for best-fit accounts, Engagement Solution for third-party intent, account-based advertising and rich website customization.

Coupa enjoys how Demandbase provides so many pieces of the ABM puzzle, allowing the company to get ABM programs up and running faster. The solution also saves time from an enablement perspective, since Coupa only needs to provide training for one product, rather than half a dozen.

Additionally, Coupa's marketing team participated in the Demandbase ABM Certification program, which made them more confident in executing an ABM strategy and galvanized the decision to marry Engagement Minutes and Demandbase off-site intent with its in-house ideal customer profile (ICP) scores. The end results? Targeted, strategic account lists that both the sales and marketing teams were excited to work on together, which have become the heart of Coupa's ABM strategy.

## THE RESULT

With Demandbase, Coupa ran an Enterprise ADR program that opened opportunities at 29% of accounts they marketed to, with 42% of the opportunities occurring at later opportunity stages in their funnel model. Their integrated ABM program also fuels a full third of all ADR opportunities, making it an important contributor to the business.

Looking forward, Coupa is ready for the no-compromise ABM platform that Demandbase is creating. Specifically, Coupa is excited to get its sales team into one powerful solution that provides a 360-degree view of accounts and key stakeholders, rather than having to use multiple platforms.

"At Coupa, we look at Engagement Minutes and the account ICP score, then marry that data with Demandbase on-site and off-site intent data. This gives us a comprehensive view of which accounts are more likely to buy when we're initially choosing our account lists."

ERIN TRIMAN, COUPA

# Creating Personalized Content For Engagement Across All Channels

With buyers demanding relevant and valuable interactions in all channels, B2B organizations are turning to more targeted and often interactive content to help personalize their omnichannel engagement.

According to Van Horne, marketing content needs to become more intentional and purposeful for an organization's messaging to be effective, and integrated marketing initiatives can help create content that is personalized for individual buyers or buying groups in all channels.

McKinsey, for example, creates customized thought leadership content for individual buyers and buying groups, leveraging previous interactions to build courses that address their specific pain points. This allows marketing, sales and customer experiences teams to engage buyers with content that can be pushed in email and social channels for increased engagement.

"For us, it's all about, 'how do we help you create impact within your organization?'" explained Van Horne. "Our integrated marketing approach is all about being very intentional and purposeful. We're very thoughtful in the way we create and execute our content and make it valuable and relevant for end users so they don't feel like they're being paid to or sold. We consider what thought leadership information we could share with our buyers, and how can we help them get where they want to be."

On the ABM side, Englebretson explained that 1:1 ABM programs heavily rely on personalized content that can be integrated into multiple channels for individual accounts, and that it requires heavy collaboration between sales and marketing teams to implement. He advised that both teams should leverage account data to decide on which content to create and allow their SDRs to personalize the human-to-human outreach for greater efficiency.
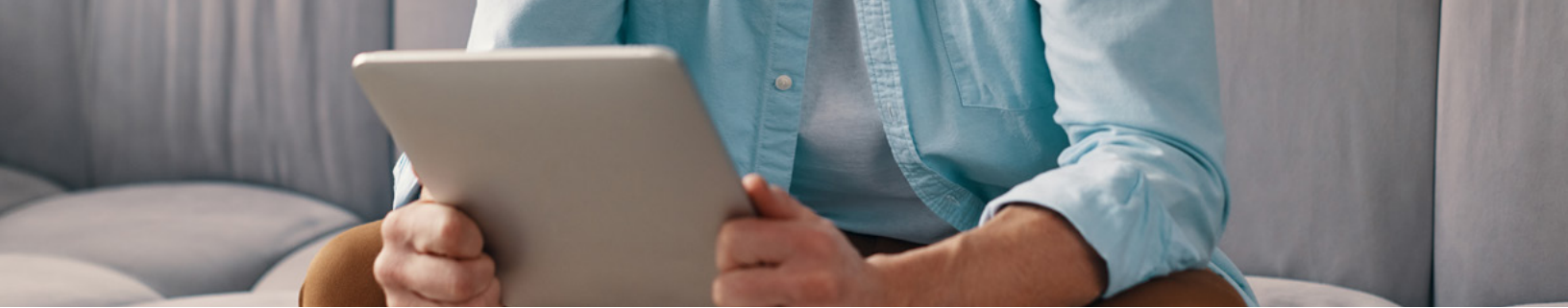
Khronos maps out its content strategy by defining the content type and messaging, which accounts will interact with it and which channels to launch the content in. This allows it to create targeted ads to address key accounts' pain points and provides a call-to-action designed specifically for them, reaching them in various channels such as email, Twitter and LinkedIn.

"You cannot build and tailor a program with generic content and expect the result to be that of a built a tailored program because you use generic content," said Englebretson. "Content plans allow me to create content for a full funnel program, providing me with full funnel awareness on an account's education level, preferences and intent so that I can personalize my outreach to them in a 1:1 setting."

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DANIEL ENGLEBRETSON, KHRONOS

# Conclusion

Mirroring the experiences they are now used to in their consumer lives, B2B buyers demand customized buying experiences across all channels and stages of the buying journey.

B2B organizations are aligning their internal teams to make their integrated marketing efforts more manageable, overhauling their data management and content creation processes to create more personalized buyer experiences across channels. Organizations are particularly improving their data management processes with hierarchical data and ICP vetting, allowing them to craft messaging that resonates with key accounts in multiple channels.

"B2B organizations are moving from transactional to experiential marketing," said Van Horne. "Every touchpoint that you create in every moment of integrated marketing has to be an action that matters, and it has been memorable. It's no longer just one-and-done from a marketing team; it's got to be done from the entire organization."

Interestingly, organizations are also leaning heavily into their GTM programs to better facilitate targeted ads in both traditional email and website channels and social media channels. Marketing and sales teams can then create omnichannel experiences for target buyers with consistent messaging, helping support their existing GTM strategies while driving engagement.

"Our revenue and content marketing teams are better aligned and able to bring more relevant content and messages to the buyer at the right time with our ABX strategies," said Kraft. "Organizations have more insights into the customer journey than ever before. We can see the entire picture and identify new opportunities to engage with our customers, and integrated marketing can help organizations show both accounts and employees that we understand what they're trying to achieve in various channels and give them additional resources to reach their goals."

# DEMANDBASE

Demandbase is the leader in Account-Based Marketing (ABM). The company offers the only AI-enabled, comprehensive ABM platform that spans Advertising, Marketing, Sales and Analytics. Enterprise leaders and highgrowth companies such as Accenture, Adobe, DocuSign, GE, Grainger, Salesforce and others use Demandbase to drive their ABM strategy and maximize their marketing performance. The company was named a Gartner Cool Vendor for Tech GoTo Market in 2016.

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# DEMAND GEN® REPORT

*Demand Gen Report* is a targeted online publication that uncovers the strategies and solutions that help companies better align their sales and marketing organizations, and ultimately, drive growth. A key component of the publication's editorial coverage focuses on the sales and marketing automation tools that enable companies to better measure and manage their multi-channel demand generation efforts.

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