ABM
In Action

CONVERSATION CHANGERS

5 Top B2B Marketers That Drove ABM Success In Their Organizations

Engagio InsideView® Sendoso RollWorks vidyard

How 5 ABM Pros Changed The Game

Welcome to a very special issue of *ABM In Action*!

We have made it our mission to provide our readers with high-quality use cases of how ABM is being put into practice within B2B businesses of all shapes and sizes. While we've covered a plethora of stories over the years, this issue aims to share actionable insights into what is changing the ABM game for years to come.

In this issue, we spotlight five ABM pros who have been deemed "Conversation Changers" within the industry for their ability to overcome hurdles and challenges to drive engagement — and revenue — with target accounts. The stories within this issue highlight portions of these individuals' account-based go-to-market strategies and how their efforts are creating waves within the ABM community and the success they've seen.

Here's a quick overview of what's covered in this issue:

>> A unique story detailing how **ServiceMax** overcame several acquisition and leadership changes to revamp its ABM strategy and gain better insights into target accounts;

>> How **LiveRamp** turned to direct mail as its go-to outbound channel to engage its expanding customer base and support its partners;

>> A video marketing use case from **AlayaCare** that shares how the company lifted open rates by 500% with account-based videos;

>> How **Transpay** increased engagement at half the cost with a better account targeting strategy; and

>> An in-depth look at how **CallRail** was able to gain deeper insights on its customers and better position itself to expand into new markets.

As always, connect with the ABM In Action team on LinkedIn and Twitter to get up-to-the-minute updates on upcoming issues and stories, and let us know what you think of the content.
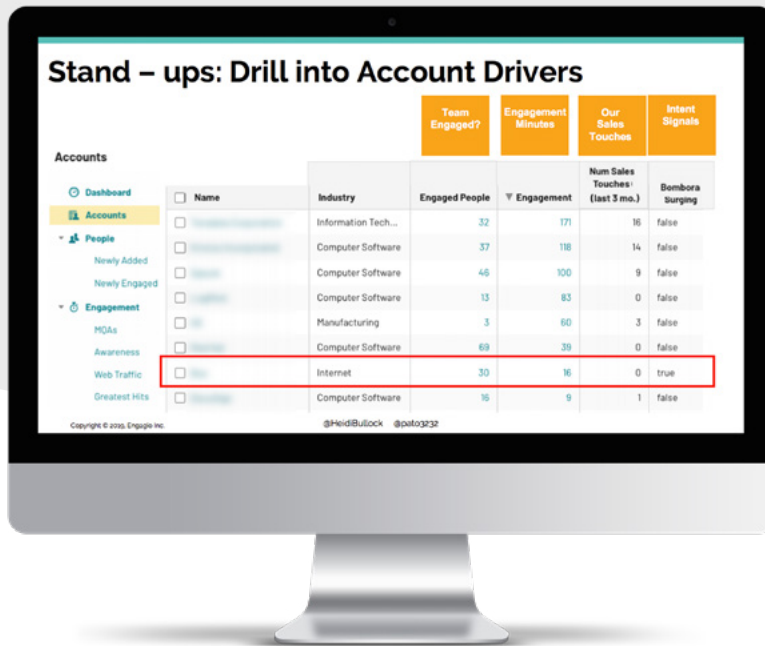
Enjoy!

Sincerely,

Brian Anderson

Managing Editor
ABM In Action

Want to hear more from the pros?

Check out this exclusive webcast where experts take a deep dive into how ABM pros formulate, execute and measure account-based programs that drive results.

Engagio   InsideView®   RollWorks   vidyard

Stand – ups: Drill into Account Drivers

Accounts		Name	Industry	Engaged People	▼ Engagement	Num Sales Touches (last 3 mo.)	Bombora Surging
Dashboard	☐		Information Tech...	32	171	16	false
Accounts	☐		Computer Software	37	118	14	false
People	☐		Computer Software	46	100	9	false
Newly Added	☐		Computer Software	13	83	0	false
Newly Engaged	☐		Manufacturing	3	60	3	false
Engagement	☐		Computer Software	69	39	0	false
MQAs	☐		Internet	30	16	0	true
Awareness	☐		Computer Software	16	9	1	false
Web Traffic							
Greatest Hits							

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ServiceMax Generates In–Depth Account Insights, Marketing & Sales Alignment With ABM Platform

ServiceMax, a field service management software provider, has gone through a number of acquisition and leadership changes over the past few years, resulting in a disjoined go-to-market strategy and an inability to track engagement history with prospects. To revamp its ABM strategy and get better insights into target accounts, the company turned to Engagio.

The Challenge

Following organizational changes and an increase in focus on enterprise, ServiceMax was looking to improve its reporting on and visibility into target accounts.

"There's been a lot of change at ServiceMax, not just as far as the acquisitions go, but also on the go-to-market strategy," said Pat Oldenburg, VP of Demand Marketing and Operations at ServiceMax. "Obviously, when you have four major go-to-market changes in a period of just over three years, that creates a number of challenges … As far as being able to run reports and look at win rates and velocity, that's really difficult when you're changing these things too frequently."

The Solution

Under new ownership and a new go-to-market strategy, ServiceMax needed to find a way to improve its reporting capabilities and align its marketing and sales teams around the right metrics and accounts to drive success.

The company began using Engagio to address these issues. With the new tool, ServiceMax was able to create weekly engagement reports with account- and contact-level insights for each territory. The reports included metrics such as engagement across all accounts, most engaged people and the most impactful programs and campaigns of the week. Marketing also created reports to help the inside sales reps prioritize their outreach across email, social and other channels, as well as identify any accounts with data gaps.

"Now, they're able to use these reports out of Engagio to direct the conversations," said Oldenburg. "It's always the first thing they lead with. They're tracking progress over time and they're making sure that where there are gaps or weak spots, we're addressing them from a marketing side and from a sales side, as well."

In addition to the reports, ServiceMax was able to set up alerts and triggers for the sales team, so that a rep is automatically notified and prompted to take action whenever a lead hits a certain engagement level.

The Results

According to Oldenburg, Engagio has helped ServiceMax gain key insights into its accounts, streamline marketing efficiency, improve alignment with sales and increase win rates dramatically. Employees across the **marketing and sales departments have reported positive results** since implementing Engagio.

"Having quantitative, visual feedback on activities within accounts is a critical part of our territory strategy," said Kae Huynh, Enterprise Software Consultant at ServiceMax. "We use this data to not only see the positive effect of our collective efforts across marketing and sales, but we can also dig into accounts with little engagement to come up with a game plan for prospecting into or building out personas within them."
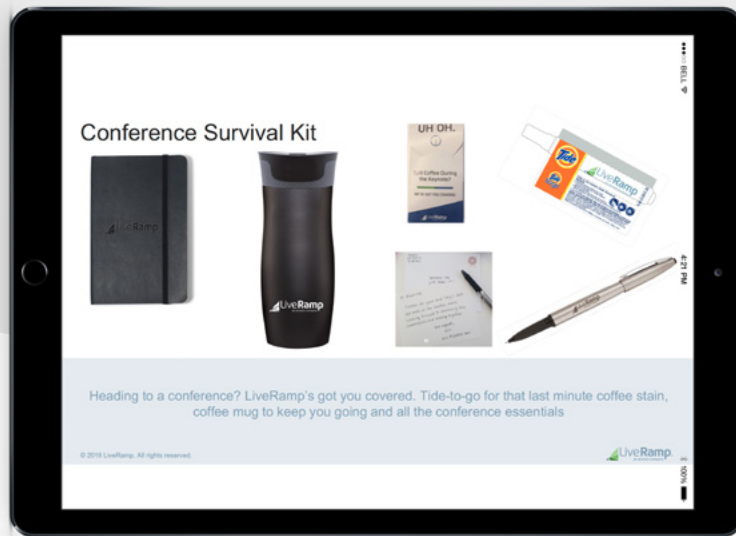
LiveRamp Boost Conversions 35% With Direct Mail Platform

LiveRamp, an identity resolution provider, turned to Sendoso, a direct mail platform, to increase its outbound efforts to support its growing number of partners and expanding customer base.

The Challenge

LiveRamp recognized the power of direct mail. The SDR team would see better response rates with direct mail touches, but they would have to dedicate entire afternoons to packing and shipping. The team knew this approach wasn't scalable.

The company's previous direct mail solution could only be accessed through a Salesforce integration and offered a limited selection for sending options. LiveRamp needed a turnkey and seamless platform that could support multiple initiatives, including alcohol gifts, handwritten notes, E-gifts, as well as automated email notifications that would alert its team when packages had been shipped and delivered. Looking for a solution that could help empower teams with measurable direct mail touchpoints and incorporate more personalization into outreach, LiveRamp sought out a new vendor that offered creative project managers, greater flexibility for users and the ability to send almost anything.

The Solution

Keeping its goals in mind, LiveRamp implemented Sendoso. After starting with simple direct mail campaigns to demonstrate their effectiveness, LiveRamp found that adding a direct mail touchpoint to event invitations ultimately increased registrations by more than **30%**.

LiveRamp then decided to empower the business development, sales and customer success teams with Sendoso, as well as develop more creative campaigns using wine, company-branded apparel, handwritten notes and E-gifts.

Sendoso's integration enabled LiveRamp team members to easily send gifts directly from Amazon, allowing them to add more personalization to their outreach.

"Sendoso made it easy to incorporate direct mail into our overall marketing strategy, and the SFDC integration made it simple to see how the direct mail efforts improved campaign performance," said Ben Coffee, LiveRamp's Head of Marketing Operations.

The Results

LiveRamp noticed a correlation between gift touchpoints and discovery meetings logged by outbound BDRs. Its goal was to re-engage cold leads that had never responded before. BDRs incorporated gifts in their outreach with Sendoso and saw responses within a couple of days of delivery.

"We found that when sending a gift to a cold lead, a return email would come in two to three days versus the 30-plus days — or complete lack of response — we were seeing before integrating direct mail," Coffee said. "…We have all sorts of teams using Sendoso for outreach at LiveRamp. It's become an increasingly important component of how they run their day-to-day business."

After using Sendoso, LiveRamp noted a **93% increase** in response time from cold leads, a **35% increase** in conversions from meetings to cold contacts and a **33% increase** in event registrations.

Other LiveRamp teams also saw the success of adding personalization to their outreach. Within 30 days after a direct mail touchpoint in a sales process, the team took note of an opportunity being created. Their customer success team saw a high correlation between renewals and upsells when there was a gift touchpoint within a couple of months of closing the original deal.

The pre-recorded 'Let's Do a Demo' prospecting video:

AlayaCare Lifts Open Rates 500% With ABM Approach To Video Marketing

Cloud-based home healthcare software provider AlayaCare had too many leads and not enough manpower to follow up with them all. The company opted to partner with Vidyard to develop a video marketing strategy that could reach more prospects in minimal time.

The Challenge

When Jeff Howell, Director of Growth, joined the company, there were more than 19,000 "stone-cold leads" in its marketing database. That number has since grown to 60,000. The company needed a solution to help engage leads and prioritize them for sales outreach.

"I was really the first person in the department going and knocking on doors and begging for business," said Howell. "The challenge was we had this great product, but not that much brand awareness in the U.S. So, the question was, 'how do we build out a process that addresses getting to the greatest number of people with the fewest amount of man hours?'"

The Solution

AlayaCare recognized the power of video to break through to cold prospects in a way traditional emails or phone calls could not. As such, the company selected Vidyard's online video platform to create engaging, prospecting videos at scale and personalize them at the persona, account or one-to-one level.

"We can now create these videos on the fly and we can get very, very niche," said Howell. "So, if I speak with someone who's in charge of Medicaid billing at some agency in Dublin, Ohio, and they have some specific question, I can just shoot a video that would take no longer than leaving a voicemail. I say, "Hey Roger, this is exactly what you were asking for. Let me just bring you through this one-minute video to show you how we can solve that problem."

AlayaCare has since created dozens of sales prospecting videos. Some are broader, such as the "Let's do a demo" video and othersabout top challenges facing the industry. Prospects who engage with emails and raise their hand for more information can then receive follow-up emails with more personalized videos.

Howell's team has embraced the idea of personalized videos and isn't afraid to get creative. Examples include a quick, one-minute video featuring a prospect's LinkedIn page and the sales rep waving up at him from the corner before nudging the prospect to book a meeting, as well as a Google search video that listed the prospect's name under the results of a Google search for "who is the smartest person in home healthcare?" Another favorite is the solutions overview video, which ends with a "celebrity endorsement" from Jimmy Fallon.

The Results

The videos, which are designed to be eye-catching, fun and memorable, have driven strong results for AlayaCare. According to Howell, emails that include one of the videos often go viral among the recipient's company. In fact, one email sent to the CEO of the second largest home health agency was opened 75 times.

AlayaCare has also found great success by combining the personalized videos with other channels. Sending a phone call before the email has been shown to **boost AlayaCare's click and open rates by as much as 500%**.

"People have to know you, like you and trust you before they buy," said Howell. "My view is: I've got the resources and the wherewithal and the motivation to create these fun videos. So, let me just put in the work and do it, and then it pays for itself over and over again."
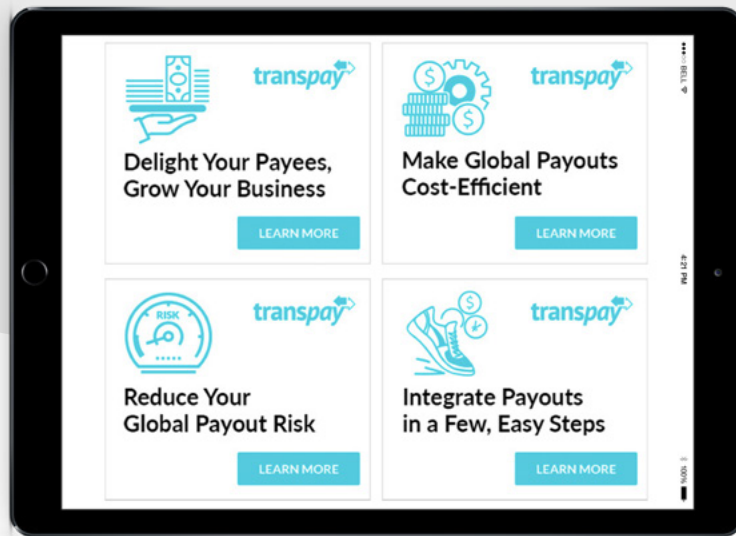
Transspay Increases Engagement At Half The Cost With Account–Based Program

Transpay, a B2B/B2P cross-border payments platform, implemented RollWorks' account-based program to better focus its targeting and ultimately fulfill its campaign objectives.

The Challenge

Transpay was seeking a solution that was cost-effective and could efficiently focus its ad targeting to key personas on a company's buying team.

"Proper audience targeting is very critical," said Tina Cabanez, Transpay's Director of Marketing. "With some ABM vendors, the cost per visitor was high because there were limitations in how audiences can be targeted with enough precision."

Looking to alleviate this issue, Transpay turned to RollWorks' account-based platform to accomplish its ad targeting goals.

The Solution

Once Cabanez and her team onboarded the solution, they developed a two-month ABM campaign to bring unknown, high-quality leads to the Transpay site. Cabanez noted that the onboarding process was organized, which was crucial to the campaign's foundation.

As a global payments service, Transpay wanted to only engage the key decision makers that would be interested in the company. This way, contacts at target accounts would be served an ad based on their company department, whether it was product and payments, finance and accounting, legal and compliance or IT and development. After getting design and messaging direction from Cabanez, RollWorks' design team helped create ads tailored to those specific personas.

Within two weeks, Transpay completed onboarding, and the campaigns were ready to launch. Four weeks later, this highly efficient targeting started delivering promising results.

The Results

After utilizing RollWorks account-based platform, **30%** of Transpay's target account list was reached in two months. There was a **50%** decrease in cost per visit, as well as a **6.4x** increase in average time spent on the site in four weeks.

Additionally, Cabanez said that because RollWorks is designed to target more efficiently, the company is now spending less than 50% of what it had spent to get a visit to its site prior to the implementation. The company was previously spending double or triple the cost.

"RollWorks has one of the most sophisticated targeting capabilities," Cabanez said. "[Other ABM vendors] allow us to target, but very broadly. With RollWorks, we can actually identify segments of segments. Because we can be more precise with our segments, it allows for more cost-efficient display campaigns."

Transpay's marketing team is now working on new campaigns to grow their ABM program.
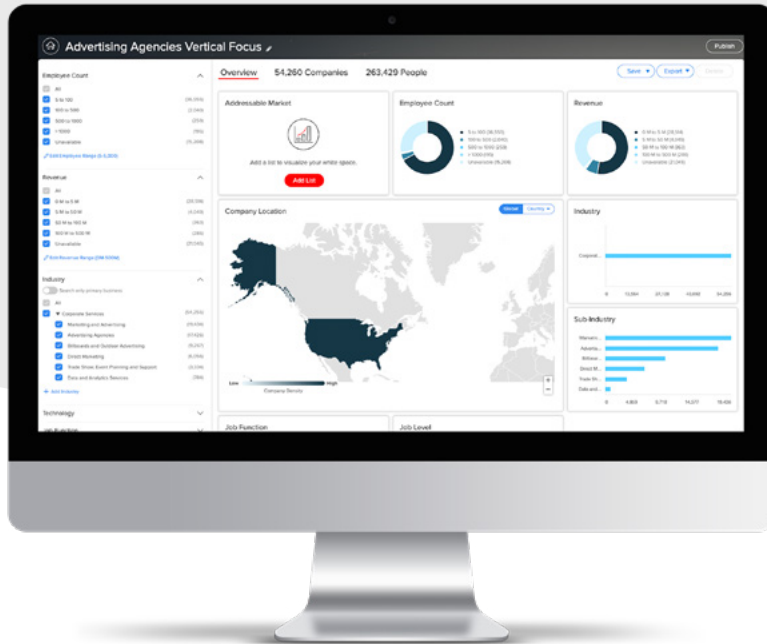
CallRail Obtains Customer Deeper Insights With Targeting Intelligence Platform

CallRail, a call tracking and analytics platform, tapped InsideView, a targeting intelligence platform, to gain a better understanding of its customer base and expand to new markets.

The Challenge

CallRail wanted to gain a better understanding of its total addressable market, segment its customer base for improved messaging and understand market expansion opportunities based on its highest performing segments.

Additionally, the company sought a solution that would provide better sub-industry classifications, along with more accurate data to understand how to reach those segments.

The Solution

Looking for a platform that would provide it with deeper insights on its customer base, CallRail turned to InsideView.

"It's been incredibly refreshing that after the sales process, I was carefully introduced to the product, and had a very talented and attentive support team that was highly invested in our success," said David Schroeder, Conversion Optimization Manager at CallRail.

The team implemented InsideView's comprehensive industry coverage and classifications, which were positioned to solidify its go-to-market strategy and begin expansion into new market segments. The marketing team at CallRail now uses InsideView's high volume of data to closely monitor how they're targeting companies and dynamically fine-tune the messaging for these companies.

"InsideView's recommendation engine is a really powerful application of the data resources behind the machine. It gives us clear signals for understanding and targeting companies that may already be looking for a solution like ours," Schroeder.

The Results

What started with an initial need for contacts quickly pivoted to an ABM strategy that strengthened CallRail's outbound efforts.

Based on look-alike modeling, the company was ultimately able to expand its market to new target accounts, enabling it to aggressively go-to-market with competitive value offerings that are relevant for target markets.

"InsideView gives us a very unique ability to identify organizations using their AI algorithm and proprietary classification system," said Schroeder. "We can now find market segments that were difficult to identify in other ways, and the volume of data enables us to vastly increase our reach."

CallRail improved marketing campaign effectiveness with **increased email deliverability of more than 80%**. The company also increased conversion rates for nurture campaigns and gained improved performance on inbound lead channels. Additionally, CallRail built a strong data foundation between sales and marketing with more aligned data handoffs within a common revenue department.

Notes

Notes

The buzz around ABM became so loud in 2016 that some B2B practitioners were quickly becoming overwhelmed. ABM in Action was launched as a dedicated publication to spotlight real-world case studies of companies launching targeted account-strategies.

Developed by the publishers of Demand Gen Report, who had been covering and providing insights around ABM since 2013, ABM in Action has quickly become the go-to source for cutting through the hype and getting real world perspective from actual practitioners.

Based on the positive response of the initial ABM in Action E-zine, the brand has since been expanded to include a broad menu of case studies around core topics, such as:

- » Messaging;
- » Advertising;
- » Measurement; and
- » Orchestration.

In addition to a broad menu of insightful case studies, readers also have access to prescriptive insights, models and best practices from top analysts, consultants and agencies.

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