

ABM WITH INTENT

6 STEPS TO A STRONGEST-EVER SALES PIPELINE

Acxiom is a marketing technology and data services company that helps brands deliver great experiences through a deeper understanding of their customers. Its vision: a world where all marketing is relevant.



But despite being a leader in identity and ethical data for 50 years, the company has struggled to build a widespread reputation beyond that of a 3rd party data provider. So, having previously achieved success with demand generation and inbound marketing, Acxiom turned to Strategic IC to take campaigns to a new level with Account Based Marketing (ABM).

STRATEGY

To deliver on objectives, Strategic IC recommended a 1-2-3 ABM programme that initiated and developed deeper relationships with senior marketers and data/CRM leaders in automotive. The key to the campaign's effectiveness and speed at which it delivered results, would be the introduction of the Cyance buyer intent platform to identify and target the accounts who were in an active buying window around Acxiom's solutions.

THE CYANCE DIFFERENCE

The purpose of Cyance buyer intent insights are not only to identify the right accounts who are looking to buy, but to target and engage them with relevant messaging and content aligned to their needs.

"We have learned a lot over the last year which I am sure will provide invaluable insight for any organisation either thinking about implementing an ABM programme for the first time or looking to fine-tune an existing one."

Jo Robson, Marketing Director, Acxiom

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STRATEGIC^{IC}

 Gold Award Winner
The B2B Marketing 2020 Martech Awards

OBJECTIVES

Through ABM, Acxiom was looking for a way to understand the market's interest in its services and to engage and develop deeper relationships with new and existing target accounts. With a specific focus on the automotive sector, the company needed to:

- Change perceptions of Acxiom to build credibility and influence amongst target accounts
- Identify, engage and deepen relationships with decision makers in key markets
- Generate pipeline, while increasing win rate and deal size

EXECUTION

6 steps to a strongest-ever sales pipeline

The ABM programme was led by a rigorous, data-backed strategy, and leveraged the Cyance buyer intent platform across a number of the following 6 steps:

1. Ideal Customer Profiling (ICP)

The first step was to identify the ideal target account profiles, based on demographic, firmographic and technographic data.

2. Buyer Persona Development

Focusing on the automotive sector; job titles, functions and DMUs were identified and detailed buyer personas developed.

3. Account Selection

Best-fit accounts were then selected using a combination of first party insights combined with Cyance buying behaviour insights that pinpointed the organisations whose online research suggested they were in an active buying journey.

4. Insights Brief

Deep insight reports and analysis of the state of Automotive were created to ensure campaign content would be relevant, opinion forming and hyper personalised. Nexus was used to corroborate that the content and messaging being created would be of interest to the target accounts in question.

5. Content Strategy

The right content channels and formats were identified by researching how and what types of content. Acxiom's customers and ideal prospects were consuming this knowledge combined with the above insights, led to the creation of a range of tailored blogs, infographics and video awareness campaigns, promoted across organic and paid social media and via content syndication platforms.

6. Campaign Execution

Demand generation tactics were deployed across the active target accounts and good fit, look-alike accounts, using relevant content aligned to their intent activity as appropriate, and implemented across the beginning, middle and end of the customer buying journey. Nexus buying intent insights were key in order to build an accurate picture of Acxiom's Total Active Market – enabling timely, optimised outreach via sales development reps, social selling and Acxiom's sales team.

RESULTS

Over just 120 days (May-Sept 2019), the Cyance intent-fuelled ABM programme delivered transformational results:

- 86 accounts engaged
- 35 accounts promoted into the one-to-few programme
- 16% social selling engagement rate
- 7 meetings generated, including with key target accounts Nissan, the AA, McLaren, Fiat Chrysler and PSA Group
- £1.5 million in sales qualified opportunities achieved

OUTCOMES

By utilising Cyance buying intent insights within a carefully planned and orchestrated ABM programme, Strategic IC and their client, Acxiom were able to:

- Identify and prioritise the target accounts who are in market
- Create and map content to the needs of these accounts and the buying groups within them
- Execute multi-channel engagement campaigns to align the right content/messaging with the right accounts at the right time
- Improve engagement from target accounts
- Deliver stronger marketing ROI
- Deliver higher quality opportunities to Acxiom sales
- Improve sales and marketing alignment in the process as collaboration between both teams was crucial, from initial research, through social selling to opportunity follow-up

The strategy is now set to be replicated across other key verticals.

WANT TO FIND OUT MORE
ABOUT HOW INTENT DATA
COULD HELP YOU?

Contact our Intent Data specialists today
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