

# MARKETING THAT PACKS A PUNCH!

Agency instantly boosts pipeline and lands 8 new clients with Cyance Intent

Account-based marketing agency Punch! works with B2B companies across EMEA, North America and APAC to help convert target accounts into loyal advocates.

Growing from a background in sales development into an award-winning ABM agency, Punch! uses a strategic and creative approach to deliver results for its clients at every stage of the customer journey.

## CHALLENGE

Marketing agencies are notoriously bad at practising what they preach in their own marketing, but Punch knew that in order to be truly effective, they had to apply the same ABM best practice they adopted for clients into their own programmes. Understanding which stage of the buying journey your ideal customers are in is vital to help you decide which type of ABM programme to deploy. Ideally, Punch! wanted to cover the whole end-to-end customer journey - from awareness through to advocacy, beginning with a one-to-many approach, and adopting a more targeted one-to-few approach as prospects moved further down the funnel.

However, without intent data, it was difficult to know exactly what buying stage their target accounts were at.

*"It makes sense to spend more time on personalising outreach for accounts when you know they are interested in what you're offering to them."*

**Chris Muldoon**  
Managing Director

# PUNCH!

## OBJECTIVES

Specifically, Punch! wanted to:

- Identify target accounts that were currently in a buying window
- Expand their total addressable market (TAM), to companies showing intent in sectors not traditionally targeted
- Build pipeline, shorten sales cycle and improve close rates
- Prioritise service offering based on intent

## TARGET AUDIENCE

With businesses fast tracking their digital transformation efforts in order to adapt to a new normal of remote working, the agency saw an opportunity to target B2M marketing managers in the tech sector at a time when technology companies would be experiencing a greater demand for their services.

## STRATEGY

There was a need both to act quickly and to focus efforts on getting the right message in front of the right people, at the exact right time.

Punch! turned to the Cyance platform. Using judicious keyword research, the platform helped them identify and understand behavioural insights at a more macro level. From here, the agency could create an ideal customer profile (ICP) of those prospects who would get the most value from their services right at that moment, and determine a set of intent topics that would not only resonate with their ICP, but which also aligned with the Punch! service offering.

*"To drive conversions and build a strong pipeline it was important to understand that the services we were offering to prospects were of interest to them and that they were ready to buy now. Segmenting our intent data by intent topic and buying stage was instrumental in this."*

**Deanne Crocker**  
Marketing Manager

In short, Punch! could pinpoint the accounts that were in a buying window for their services right at that moment.

This meant messaging, content and outreach strategy could be designed, built and personalised to focus only on those specific accounts, while the platform tracked and monitored the programme at every stage, allowing it to be refined on an ongoing basis and in real time.

In this way, prospects could be led on an ever more personalised journey towards the bottom of the funnel, and ultimately, conversion.

## RESULTS

Engagement levels increased across all of the agency's marketing channels, with the following outcomes.

- 8 New client wins
- Better quality leads for the sales team, with stronger conversations from the outset
- Discovery of prospects that were not previously considered an ICP fit
- 33% of all deals created were from Cyance accounts
- 25% of current active pipeline is from Nexus accounts

Such has been the success of this hyper-personalised ABM, Punch! has, going forward, been able to use similar methodology to increase engagement and develop deeper, long-term relationships in larger strategic accounts.

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

Contact our Intent Data specialists today  
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