

# Building a solid B2B sales pipeline

Cyance intent data streamlines sales processes for Modern





**Award-winning B2B marketing agency, Modern, is a strategic B2B agency that enables marketing leaders to better operationalise their marketing and deliver incredible B2B customer journeys.**

Transforming organisations from siloes teams with legacy tech to integrated high performers, Modern delivers scalable programs embedded into clients' tech stack to help the world's most innovative businesses to grow and realise bold ambitions.

## Objectives

- Identify which Modern prospects were on an active buying journey
- Provide insights into prospect behaviour to determine those in a position to buy
- Build pipeline of sales opportunities

## ! The Challenge

The sales cycle in B2B marketing can be notoriously long, sometimes taking years for businesses to turn a lead into an active opportunity. This is often because sales and marketing professionals have limited insight into the businesses they are trying to sell to. They need the ability to understand their prospects' current needs, their procurement cycles and if they even have the financial budget to buy.

Like many B2B agencies, Modern were generating a substantial volume of leads through their online content marketing programmes, but it was taking a lot of time, work and resources to get those leads over the line.

Modern wanted a cost-effective way to understand the buying stage of each prospect and to identify those close to purchasing. This was vital to reduce the time it took to convert leads into verified opportunities, shorten sales cycles and increase revenue.

This approach could then be shared with Modern's clients, helping them to better understand their audiences and be more targeted in their marketing programmes. In turn demonstrating Modern's expertise, delivering improved campaigns and tangible ROI to its client base.



## Target audience

Modern seeks out leadership teams of ambitious businesses globally looking to grow using digital marketing solutions to drive this next stage of growth. The focus is about understanding when those businesses are ready to invest in the next level of digital transformation.



## Strategy

**Modern turned to the Cyance platform to support its own new business pipeline and to strengthen its proposition to clients.**

Modern used the Cyance platform to track companies searching for ABM and discovered that they were already in conversation with 3 of the 20 companies showing intent - demonstrating the accuracy of intent from the get go. Modern then extended its tracking to topics that coincided with its marketing and sales campaigns.

Immediately, Cyance started to identify new, untapped sectors, expanding the target audience of the business. These insights were added into Modern's targeting criteria across multichannel campaigns.

Cyance intent was also used in LinkedIn campaigns, populating audiences showing the most intent around certain topics. So relevant content could be served with specific 'pain points' to create cut through.

This insight led approach puts Modern front of mind for their prospects at just the right time. This led to large improvements in lead conversions and sales for both the agency and its clients.



 **The Results****£155,000**

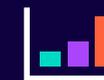
Cyance influenced pipeline over a 12 month period - with a 861% ROI

**525%**

more likely to turn Cyance (high intent) leads into opportunitie, on average, compared with other linkedin targeting

**300%**

increase in leads from large accounts where multiple stakeholders were engaged

**400%**

increase in average deal size in a recent PPC campaign using Cyance data (compared with previous non-intent deals), producing a 2600% ROI on media spend



## New industries

and buyer personas unearthed by Cyance that were not part of Modern's original target audience, but have now become Tier 1 targets

 Testimonials

"We deliver marketing-led business solutions that enable the global leadership teams we work with to achieve their vision for growth. We use Cyance intent data to find companies that are already in the market to buy and to determine the campaigns and messages that will really resonate with them. The result is that our clients can reach buyers earlier in their research phase to help shape their thinking and solve their problems. Ultimately, this creates more sustainable growth."

**STUART RAY** – CO-FOUNDER AT MODERN

"When we use Cyance with our clients, we can immediately see which topics are resonating within their target audience and when buyers are engaging with content. This means we get real-time notifications of when change is happening in an organisation and we can be in the right place, at the right time to deliver relevant campaigns and messaging. It's great to be using a platform that we're fully bought into and have benefited from as an agency, and to now be able to take that out to our clients to transform the way that they target, engage and nurture their very best prospects."

**KERRY GOULD** – SENIOR ACCOUNT DIRECTOR AT MODERN



### **About Cyance:**

We are the leading provider of global B2B intent data insights beyond the US market. Our extensive reach in European geographies, combined with our ability to track and include native language keywords, provides our users with a broader understanding of customer intent behaviour both in Europe and North America.

Our ABM platform unifies inbound and outbound demand generation and delivers more sophisticated intent audience management, activation and alert management features to help customers get a more accurate view of their real intent buyers. Our ability to identify true intent means sales and marketing efforts can be prioritised more accurately and conversion is higher.