The Basics of ABM

The fundamentals, roadblocks and nuts and bolts required to get started and make account-based marketing work.

Account-Based Marketing:
Why You Should Care

There's a reason B2B marketers are all talking about Account-Based Marketing. SiriusDecisions reports 92 percent of companies they surveyed recognize the value of ABM, and 60 percent of those who have employed ABM for at least a year say it has driven a revenue increase.

More than the next B2B buzzword, ABM is a strategic approach that focuses sales and marketing efforts on a defined set of target companies (accounts), allowing a more personalized, specific approach—not just to individuals, but to multiple decision makers, influencers and champions in those companies.

In this workbook, you'll learn the fundamentals of ABM, some of the roadblocks and the nuts and bolts required to get started and make it work.

We've also included two recent case studies of Leadspace customers who have built and executed successful ABM campaigns. You'll find out about the challenges they faced, the solutions they applied and the results they achieved.

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Leadspace for Account-Based Marketing

What is Account-Based Marketing?

Account-based marketing (ABM) is a strategic approach that focuses B2B sales and marketing efforts on a defined set of companies (accounts), allowing a more personalized, targeted, holistic approach not just to individuals, but to multiple decision makers, influencers and champions within each company.

ABM has real, proven value for B2B

- ABM has the highest ROI of any B2B marketing strategy or tactic
- 60% of companies using ABM report increased revenue within one year
- 80% of B2B revenue comes from 20% of customers

Leadspace solves the biggest problem with ABM

Leadspace brings together predictive scoring, B2B data enrichment, and the ability to identify net new prospects at both the company and individual level, automatically, connecting individuals to accounts, overcoming one of the main ABM roadblocks.
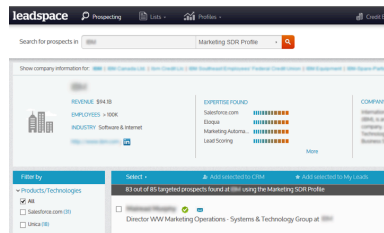
"We partnered with Leadspace because their predictive analytics platform is the best way to connect people to accounts and understand the relationships among them. Leadspace's lead-to-account matching helps overcome one of the main ABM roadblocks created when CRMs separate leads from accounts."

*- Jon Miller,
Engagio co-founder (and
Marketo founder)*

How Leadspace Enables Account-Based Marketing

1. Account Identification & Prioritization
Automatically segments and prioritizes your existing account list and identifies new, high-value ("whitespace") opportunities to target within those accounts.

Leadspace allows searching by targeted account and individual attributes.

Leadspace automatically connects an individual to the right account.

Leadspace prospecting panel within a Salesforce Lead or Contact record.

2. Lead-to-Account Matching
Accurately matches individuals to their respective accounts, making sure both inbound leads and existing leads and contacts in your marketing automation and CRM are assigned to the right accounts (and account owners).

3. Persona Targeting
Uses best-fit persona signals and rich attribute data at the company and individual level to help you understand your prospects and engage with them in the most effective way.

4. Buying Signals
Combines Leadspace proprietary data blended with "intent data" at the company and individual level to identify unique, actionable buying signals.

5. Target Account Expansion
Identifies new opportunities by expanding your existing accounts, finding new high-value leads based on buyer persona.

6. Account-based Analytics
Measures, tracks and optimizes your ABM efforts across your entire "leadspace" of key accounts.

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BloomReach sources 78% of net-new pipeline with ABM driven by Leadspace

CHALLENGE

BloomReach was an early adopter of account-based marketing (ABM) to better reach their target audience of leading e-commerce retailers like Neiman Marcus, Nordstrom, and Staples. Chief Marketing Technologist Jason Seeba knew he needed to identify the right people in target accounts. He also needed up-to-date contact information, demographics, and firmographics to better focus demand gen and sales development efforts.

BloomReach provides organic search, personalized site-search and digital marketing and merchandising applications to its customers. Jason and the BloomReach marketing team needed a better way to segment their target audience and determine which product was the best fit for each prospect. Segmenting leads by titles or behavior wasn't going to be enough; they needed to understand their prospects on a deeper level.

SOLUTION

Jason and his team use **Leadspace Prospecting** to discover net-new leads with up-to-date contact information.

Built on BloomReach's unique **Ideal Customer Profile**, Leadspace Prospecting:

- identified the best prospect names already in BloomReach's target account lists,
- discovered net-new prospect accounts and the most relevant contacts in each,
- enriched the list with up-to-date contact info and firmographic data like company revenue.

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With Leadspace, BloomReach was able to:

- Source 78% of net-new pipeline

- Better understand and optimize marketing ROI

- Improve the reach and return of new product launch campaigns

- Maximize their Salesforce investment with better data

In launching new BloomReach products, Jason turned to Leadspace Predictive Scoring, which scores leads against each BloomReach product, once again using custom-crafted Ideal Customer Profiles.

Predictive Scoring:

- analyzed each lead's fit, intent, and behavioral data,
- scored them against BloomReach's Ideal Customer Profile to identify the highest-value prospects most likely to buy,
- identified which products a BloomReach SDR should pitch to each target based on the prospect's interest and intent.

RESULTS

- **More reliable pipeline:** BloomReach's own analysis of opportunity by lead source shows Leadspace Prospecting provides the names that account for 78% of net-new pipeline.

- **Optimized marketing ROI:** Leadspace Predictive Scoring shows Jason the quality of every lead source, so he can better analyze the ROI of programs like tradeshows or webinars the moment they end.

- **More effective engagement:** Jason sets SDR priorities by target accounts and Leadspace lead scores, so BloomReach can continually focus on quality engagement with the best prospects.

- **Better CRM data:** Leadspace connects to Salesforce to automatically update when prospects move to new companies, so BloomReach can better focus its campaigns, account management, and outbound prospecting efforts on the right people.

Leadspace Prospecting expanded the BloomReach target account list and delivered information on the most relevant people.

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RingCentral Enables Account-based Marketing while Reducing Costs and Driving Significant Pipeline with Leadspace Platform

OVERVIEW

RingCentral, the leading provider of SaaS solutions for business communications, runs one of the most sophisticated demand-generation programs in B2B. Despite the success of their inbound marketing, the company recognized they were missing out on many potentially-valuable opportunities because leads weren't being aligned to the right accounts with the right information, and sales and marketing activities aligned to be most effective and relevant to potential customers.

In order to improve results and boost RingCentral's pipeline, the company implemented an account-based marketing (ABM) strategy. Three core components of this strategy were accurate lead and account matching, accurate and actionable account and lead insights and improved routing and prioritization of leads.

CHALLENGE

More than 30 percent of inbound leads had missing or inaccurate data in key fields like company employee size. As a result, they couldn't be automatically routed to the right sales team and were being ignored.

More troublesome from an ABM perspective, 20 percent of inbound leads couldn't be matched to accounts. Company (account) information was often missing or in a non-standard format.

SOLUTION

RingCentral employed Leadspace Enrichment, including Lead-to-Account Matching via Marketo and Salesforce API. Leadspace Enrichment appends data to inbound leads in real time, including company employee counts and unique competitive and buying signals at the individual and company level.

RingCentral®

Since deployment of Leadspace, more than 500,000 leads have been routed real-time, resulting in:

- 2.3x increase in percentage of actionable inbound leads

- 6x increase in lead-to-account match rate

- 200,000 unmapped leads rescued

- 65 hour decrease per quarter, per rep dealing with lead routing and administration

- Major reduction in operational cost by eliminating inferior data sources

- Significant net-new pipeline

Leadspace Enrichment also gives RingCentral more accurate contact data than any data source previously used. Leadspace Lead-to-Account Matching connects each inbound lead to the correct corporate entity in real time, identifying an individual's local office, as well as domestic and global headquarters.

RESULTS

RingCentral's ABM approach has created dramatic improvements in data quality. For example, this is how one customer account was represented in their CRM before and after Enrichment and Lead-to-Account matching with Leadspace.

Before
- Individuals were classified as both contacts and leads
- 37 different reps were assigned as account owners
- The customer company was:
  - classified in every employee size category other than "sole proprietor"
  - listed as 13 different accounts
  - shown as operating in 23 different industries

After
- 371 individuals listed as 371 individuals
- all records centralized under one account owner
- company size represented accurately
- accounts accurately matched to the company
- one accurate industry classification was appended to all records

"With Leadspace, we have built the next generation of demand generation technology and process. Our top priority is delivering great leads to our sales team. Leadspace gives us a huge competitive advantage, now and for the future."

- Eric Lewis, Vice President of Demand Generation. RingCentral

Find Out More About Account-Based Marketing

Leadspace is the only platform that brings together – at both the company and individual level – predictive lead scoring, best-in-class B2B data enrichment, and the ability to identify net-new prospects based on social and other buying intent signals.

With more than 120 customers from Microsoft to Bloomreach, Leadspace typically serves as the primary platform to support account-based marketing, as well as the primary discovery, enrichment and scoring solution. Our customers see real ROI from Leadspace, including an average 41% increase in lead conversions, 50% increases in sales rep productivity and increased pipeline between $5M and $12M for every $100,000 spent.

For more information, visit info.leadspace.com/ABM for more information about ABM, including The Clear and Complete Guide to Account-Based Marketing, published by Leadspace partner and pioneering ABM platform Engagio. We also share lots of useful information and case studies about ABM, B2B demand generation and predictive analytics at www.leadspace.com/resources.

1. COMPANY CRITERIA   2. PERSON CRITERIA   3. LIST OPTIONS   4. FINAL REVIEW

Demand Gen Targeted List ▷

Leadspace is ready to generate a Targeted List according to your criteria.
Up to 13,224 credits will be deducted for this list.

Number of companies	Selected Ideal Customer Profile	Person location
4,408 companies Edit	Demand Gen Profile Edit	1 Selected Edit

Quality vs. quantity	List size	Lead suppression
Balanced Edit	Up to 13,224 leads, maximum 3 leads per company Edit	None Edit

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