



Full-Service Client Case Study

How Global Enterprises Can Resolve ABM Challenges Across Divisions By Partnering With a Flexible, Omnichannel U.S. Agency

Cloud data management leader achieves economies of scale using a single ABM agency for full and partial campaign services



The Challenge:

How to improve campaign reporting and data visibility for one division, roll out a turnkey campaign for another division, and combine some of the reporting for both divisions

The EU division of a leading global cloud services provider was running an ABM campaign that was delivering promising results. Since the enterprise-wide goal was to grow revenue by targeting account lists – and it had determined that using ABM was the best strategy – the U.S. division duplicated the EU’s campaign structure and ran it in-house as a three-month pilot.

The results were unclear, however, mostly due to inadequate reporting and data visibility. While the U.S. division knew the original campaign structure was limited due to General Data Protection Regulation (GDPR) requirements, in Europe duplicating the campaign had been the easiest approach. But it fell short by U.S. standards because key tools and technologies available in the U.S. were not included in the strategy or tech stack.

Now the U.S. division wanted to use an omnichannel approach with a full tech stack and work with an ABM agency to fill the existing gaps.

But that's not all the corporation needed. The Canadian division was ready to run its first ABM campaign. It was starting from scratch and had no experience with ABM programs. It also did not have the same in-house resources as the U.S. division so it needed to work with an ABM agency that could provide a turnkey, end-to-end, omnichannel campaign.

In addition, both divisions wanted to combine some of their reporting into a single visualization platform to track both North American campaigns.

Together, the U.S. and Canadian divisions approached The ABM Agency to meet all of its needs concurrently – partial-service ABM to elevate the U.S. pilot to omnichannel, full-service ABM for the Canadian omnichannel pilot, plus some combined visualization for both.

Key Requirements

- Work with an ABM agency with the integration expertise, flexibility, and bandwidth to simultaneously meet the needs of the U.S. and Canadian divisions
- Choose and implement the optimal North American tools and technologies for each tech stack
- Run both campaigns using an omnichannel approach with different program management approaches
- Develop full visibility and produce the data, reporting, and results needed to satisfy all stakeholders and HQ
- Achieve economies of scale by using a single agency

Client: Global Cloud Data Management Provider

- Global leader for modernized cloud solutions
- 400,000+ customers across 160 countries
- More than 4,000 employees in 35 countries
- Nearly 70,000 partners globally
- Founded in 2006



Visibility and account scoring make ABM campaigns more successful in North America

The General Data Protection Regulation (GDPR) is a privacy and security law that focuses on protecting the data and data rights of individuals in the E.U. It applies to any business that handles the data of EU citizens.

ABM campaigns in the U.S. and Canada do not have to comply with GDPR if the accounts do not include E.U. citizens. North American ABM campaigns, therefore, can use an expanded set of ABM tools and technologies — especially those related to company reveal and individual IP addresses — to see what organizations are doing across all digital channels. In-market data takes the guesswork out of account scoring and message delivery.

Enterprises that do not integrate these tools and technologies into their North American campaigns are hamstrung from the start. An ABM agency with deep knowledge of — and an agnostic mindset toward — all ABM platforms can work within existing campaign structures to fill the gaps and deliver the higher ROI attainable using an omnichannel approach.

The Solution, Part 1:

Work in alignment with The ABM Agency to integrate the right tools and technologies for the U.S. campaign

The first step for the U.S. division was to sort out the tech stack. Which platforms were best for what they wanted to achieve?

Choosing the optimal intent data tool, especially, was a major consideration. The U.S. division had used Bombora for the initial pilot but had also begun to use 6Sense, an account engagement platform with an intent data component. So they were considering phasing out Bombora provided The ABM Agency could confirm that 6Sense could deliver comparable results.

Other platforms they were either using or considering were TechTarget, Salesforce, Marketo, and Terminus, along with their LinkedIn, PPC, programmatic, and other digital marketing channel efforts.

The ABM Agency helped them map out their best options. The final tech stack for the omnichannel campaign was based on a coordinated strategy between the U.S. division and the agency that met all requirements. It was designed to:

- Be fully implemented, integrated, and optimized
- Provide full visibility from a reporting and data perspective
- Work at the best rate
- Be monitored and adjusted over time

Together, the company and agency took the time to work out the details, including how they would manage roles and responsibilities between the two teams.



Clarifying the definitions of an ABM campaign

There is no one definition of an ABM campaign. It depends on who you ask.

This is due in part to the tech stack. Some marketers use some but not all of the five key tools (or building blocks) of a complete tech stack. Using some ABM tools is an effective account-based digital marketing strategy — it enables companies to align sales and marketing goals, teams, and resources and engage and nurture accounts. But this approach is not able to generate the same results as using the complete ABM tech stack.

The ABM Agency and most ABM professionals define a true ABM campaign as one that uses the complete tech stack or the omnichannel approach. Omnichannel ABM uses the power of digital tools to aggregate engagement data across all digital channels, assign value to the interactions and levels of engagement, and visualize the full journey timeline. As a result, it delivers the right message to the right account and right job title at the right time, which moves accounts down the funnel more successfully.

Most importantly, it lets your sales team know exactly whom to call and when

The Solution, Part 2:

Create and manage an end-to-end, omnichannel ABM campaign for the Canadian market

The Canadian division approach was completely different. Step one was to define the strategy. In this sense, it was like any other North American company developing its first ABM campaign. The division's internal team provided The ABM Agency with the value propositions that were working well in the Canadian market and details about its customers. The ABM Agency defined the personas, mapped the buyer's journey, and began developing the assets and unified messaging to run across all platforms and channels, which included content marketing, programmatic, PPC, SEO, and paid social.

The ABM Agency set up, ran, and managed the complete tech stack for the Canadian campaign:

- Company Match Software
- Account Scoring and Intent Data
- Customer Relationship Management (CRM)
- Marketing Automation
- Data Visualization

Team members from The ABM Agency, each with specific areas of expertise, were responsible for all five building blocks of the campaign, plus asset development. They met with the Canadian team weekly, monthly, and ad hoc and the visualization dashboard was accessible to key personnel at all times.

The Takeaway:

Enterprises can achieve full-service ABM campaign results for multiple global divisions with different needs by partnering with the right agency

Data points:

- US and Canada campaign TAL: 900
- Combined budget: \$150K
- Months for pilot campaigns: 3
- Time to launch: 45 days

Divisions within the same enterprise have different needs regarding their ABM programs – this is common. What's uncommon is for an enterprise to be able to partner with a single agency to meet all of its corporate ABM needs despite the division differences. While The ABM Agency doesn't usually partner with companies new to ABM, this situation was different because the Canadian division was part of a larger engagement.

Key results:

- Worked with the agency to select, implement, and integrate ABM solutions to achieve omnichannel ABM results in North America
- Established clear roles and responsibilities for the U.S. campaign requiring partial ABM services with the U.S. division retaining campaign control
- Resolved all visibility and data reporting blind spots
- Launched a full-service campaign for the Canadian division in under six weeks
- Ran both campaigns using an omnichannel approach to drive ROI
- Achieved economies of scale and improved efficiencies by using single, U.S.-based ABM agency

Experience, insight, and metrics drive ABM success

Conclusions from the 2020 ABM Benchmark Study by ITSMA and The ABM Leadership Alliance

- The most effective programs invest more in data, insight, and analytics
- The most experienced programs drive significantly higher results
- The most effective ABM programs are better able to measure results and demonstrate ROI

What ROI can you expect from your omnichannel campaign?

ROI for an ABM campaign without a complete tech stack is about 3x, while ROI for an omnichannel campaign can be as high as 9x. You can calculate your estimated ROI using this calculator:

[ABM ROI Calculator](#)

The ABM Agency was uniquely qualified to handle the complex combination of campaign structures, tech stack integrations, and data visibility requirements across both divisions

Not only was the enterprise able to capitalize on The ABM Agency's expertise, capacity, and flexibility to run the campaigns it needed, it realized the efficiencies and cost savings of working with a single agency.

It makes business sense that an enterprise already leveraging some ABM building blocks would want to plug in the missing pieces to get to omnichannel ABM. It also makes sense they would continue to manage campaigns internally if they have the capacity – typically, that's seven to 15 people covering all of the skill sets. Without the capacity or skill sets, it makes more sense operationally and financially to let an agency handle it for you. If you're starting from zero, obviously turnkey is the way to go. This enterprise needed omnichannel problem-solving on multiple fronts, including choosing the best ABM platforms for each of the unique situations. We're glad to have the flexibility to meet their needs across the board.

- Vincent DeCastro, President, The ABM Agency




The ABM Agency is a team of account-based marketing and demand generation specialists who leverage SEO, PPC, content marketing, programmatic, marketing automation, and analytics expertise to provide impactful B2B digital marketing campaigns that drive revenue for large through enterprise organizations.



Interested in learning more about ABM?

Contact us with questions about what a full-stack marketing agency can do for you.

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