



HOW 1:1 ABM HELPED SECURE A \$38,000,000 CYBERSECURITY CONTRACT





In the highly competitive world of cybersecurity, building strong relationships with decision makers is essential to win business.

Our cybersecurity client provides SASE to enterprisehealthcare companies. These are business partnerships thatrequire a high degree of 1:1 communication, understanding and aligned action: All the hallmarks of a well-executed 1:1 account-based marketing (ABM) campaign.

PROTECTION]

In this case study, we will share with you our steps to success:

1. In-depth Intelligence:

Our approach began with comprehensive research around the buying committee, which allowed us to create highly detailed psychographic profiles of each decision maker. We gathered information on their personal preferences, communication styles, work habits, and purchasing motivations. We also explored their individual pain points, decision-making criteria, and budget constraints. Using this detailed research, we were able to customize our outreach to each decision maker, and tailor our messaging to their specific needs.

2. Evaluation of Decision Maker Relationships:

To further refine our approach, we used a relationship health assessment scoring model to determine the health of all decision maker relationships. This allowed us to understand which decision makers were most influential in the buying committee, and which relationships needed to be strengthened. This data helped us to prioritize our outreach efforts and ensure that we were targeting the right decision makers, at the right time, with the right message.

We gathered information on their personal preferences, communication styles, work habits, and purchasing motivations. We also explored their individual pain points, decision-making criteria, and budget constraints

3. Custom Journey:

Based on the insights gained from our research, and our bespoke custom influence scoring model, we determined the best approach for each decision maker, factoring in their individual preferences, interests, and communication styles. We also took into consideration their favorite hobbies, sports teams, foods, and charities to help build a deeper, more authentic, connection with them. We tailored our messaging to each decision maker, ensuring that we were speaking their language and addressing their individual pain points. At the start of this nurture, our goals were to benchmark their engagement with



emails, content, custom web pages and VIP webinars. Ultimately though, our goals were to facilitate in-person or virtual meetings with C-level counterparts within our clients organization.

4. Custom Reporting:

We used custom reporting KPIs and processes to track the success of our ABM campaign. We monitored the performance of each decision maker relationship and adjusted our outreach strategy accordingly. We also measured the effectiveness of our messaging and content to ensure that we were delivering relevant and impactful information. Our custom influence score (CIS) allowed us to track the success of each outreach effort, and prioritize our efforts on the most influential decision makers and relationships.

Our custom influence score (CIS) allowed us to track the success of each outreach effort, and prioritize our efforts on the most influential decision makers and relationships.

5. Results:

Our 1:1 ABM campaign was a resounding success, resulting in a \$38,000,000 contract to manage SASE cybersecurity managed services within our client's healthcare customer. Over the course of 8 months, we successfully improved decision maker relationships by 58% according to our CIS metric, our personalized approach helped us to build deep connections with each decision maker, leading to increased trust and collaboration. We were able to provide each decision maker with the information they needed to make an informed decision, leading to increased confidence in our client and their solution.



Our 1:1 ABM campaign was a resounding success, resulting in a \$38,000,000 contract to manage SASE cybersecurity managed services within our client's organization.

In Conclusion:

Most sophisticated marketers are familiar with the bedrocks of a 1:1 ABM campaign, but this program has proved without a doubt the necessity for thorough upfront research, an iterative and agile approach, and the willingness to do the work to meet our prospects where they are. While traditional reporting metrics might work for a bigger prospect pool, our CIS model helped us prioritize our efforts and stay focused with a unique 1:1 KPI.

If you'd like to know more about this campaign, our approach, or to see more examples of our work, please [get in touch](#).

