



abma



Wolters Kluwer

## Challenge

**Wolters Kluwer was looking to increase UpToDate subscriptions among large hospital groups.**

The company knew that these groups were highly complex and had multiple decision-makers involved in the buying process. As a result, Wolters Kluwer needed to develop a targeted ABM approach to reach these groups and influence their decision-makers.

**Wolters Kluwer faced a number of challenges in its ABM campaign, including:**

### Reaching a complex audience:

The target accounts were made up of complex organizations with multiple decision-makers involved in the buying process. This made it difficult for Wolters Kluwer to reach the right people with the right message.

### Generating interest:

The target accounts were made up of organizations that are often bombarded with marketing messages from a variety of vendors. This made it difficult for Wolters Kluwer to stand out from the competition and generate interest in UpToDate

### Closing deals:

Large hospital groups are often slow to make buying decisions. This meant it would be difficult to see immediate outcomes and would require a deep understanding of longer buying processes and necessitated KPIs that would be more related to nurture rather than strictly outcome based results.





Demandbase allowed Wolters Kluwer to segment its target audience, create tailored content, and track the results of its campaigns.

## 1:Few Approach

Wolters Kluwer selected a 1:few ABM approach to target 79 large hospital groups. This approach involved identifying the key decision-makers at each group, understanding their needs and pain points, and developing personalized messaging that would resonate with them.

Wolters Kluwer used Demandbase to orchestrate its ABM campaign. Demandbase is a leading ABM orchestration platform used by many enterprise organizations to achieve 1:Many and 1:Few ABM scale. Demandbase allowed Wolters Kluwer to segment its target audience, create tailored content, and track the results of its campaigns.

## Personas

Wolters Kluwer identified three key personas for its ABM campaign:

### Chief Medical Officer:

The CMO is responsible for the overall medical care at a hospital group. They are concerned with providing high-quality care, reducing costs, and complying with regulations.

### Director of Nursing:

The Director of Nursing is responsible for the nursing staff at a hospital group. They are concerned with providing safe and effective care, and improving patient outcomes.

### Chief Financial Officer:

The CFO is responsible for the financial performance of a hospital group. They are concerned with reducing costs and improving efficiency.

## Messaging

### Chief Medical Officer (CMO)

#### Messaging:

The messaging for the CMO focused on the benefits of UpToDate for improving patient care. For example, Wolters Kluwer might highlight how UpToDate can help CMOs stay up-to-date on the latest medical research, provide evidence-based guidance to clinicians, and reduce medical errors.

**Channels:**

The messaging for the CMO was delivered through a variety of channels, including programmatic advertising, LinkedIn, email, direct mail, webinars, and in-person meetings.

**Director of Nursing (DON)**

**Messaging:**

The messaging for the DON focused on the benefits of UpToDate for improving patient outcomes. For example, Wolters Kluwer might highlight how UpToDate can help DONs provide safe and effective care, improve patient satisfaction, and reduce readmission rates.

**Channels:**

The messaging for the DON was delivered through a variety of channels, including programmatic advertising, LinkedIn, email, direct mail, webinars, and in-person meetings.

**Chief Financial Officer (CFO)**

**Messaging:**

The messaging for the CFO focused on the benefits of UpToDate for reducing costs and improving efficiency. For example, Wolters Kluwer might highlight how UpToDate can help CFOs reduce the cost of medical malpractice insurance, improve the productivity of clinicians, and reduce the cost of drug recalls.

**Channels:**

The messaging for the CFO was delivered through a variety of channels, including programmatic advertising, LinkedIn, email, direct mail, webinars, and in-person meetings.



The messaging for the CFO focused on the benefits of UpToDate for reducing costs and improving efficiency.

## Channels

Wolters Kluwer used a variety of channels to reach its target audience, including:

### Programmatic advertising

Wolters Kluwer used programmatic advertising to target its ads to the specific personas it was trying to reach. This involved creating custom audiences based on the personas, and then targeting ads to those audiences. For example, we created a custom audience for CMOs by targeting people who have the job title “CMO” in their LinkedIn profiles. Once the custom audience was created, we could then target ads to that audience.

The expected outcome of using programmatic advertising was to increase brand awareness and generate microsite traffic among the target personas.

### LinkedIn

Wolters Kluwer used LinkedIn to reach decision-makers at its target accounts. This involved creating nurture messaging at each persona in the buying committee with thought leadership content designed to promote UpToDate.

The expected outcome of using LinkedIn was to increase brand awareness and generate engagement among decision-makers at target accounts.

### Email

Wolters Kluwer used email to send personalized messages to its target audience. This involved collecting email addresses from the target audience, and then creating email campaigns that were tailored to the specific personas. For example, we created an email campaign for CMOs that highlighted the benefits of UpToDate for improving patient care.

The expected outcome of using email was to increase brand awareness, generate leads, and drive sales among the target audience.

### Direct mail

Wolters Kluwer used direct mail to send customized brochures to its target audience. This involved creating brochures that were tailored to the specific personas, and then mailing them to the target audience. For example, we created a brochure for CMOs that highlighted the benefits of UpToDate for improving patient care.



The expected outcome of using programmatic advertising was to increase brand awareness and generate microsite traffic among the target personas.

The expected outcome of using direct mail was to increase brand awareness, generate leads, and drive sales among the target audience.

### **Webinars**

Wolters Kluwer hosted on demand and live webinars to educate its target audience about the challenges UpToDate helps solve. These webinars were typically led by Wolters Kluwer experts, and they covered topics that were relevant to the target personas. For example, Wolters Kluwer hosted a webinar for CMOs that discussed the latest medical research and how UpToDate can help clinicians stay up-to-date.

The expected outcome of hosting webinars was to educate the target audience about UpToDate, generate conversations, and drive influence among decision makers.

### **In-person meetings**

Wolters Kluwer's sales team met with decision-makers at its target accounts to discuss UpToDate in more detail. These meetings were typically scheduled after the target personas had expressed interest in UpToDate. During these meetings, the sales team would answer questions, address concerns, and close deals.

The expected outcome of in-person meetings was to close deals and generate revenue.

**By using a variety of channels, Wolters Kluwer was able to reach its target audience and deliver a relevant and impactful message that resonated with each persona and drove desired outcomes.**



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### Outcomes

Wolters Kluwer's 10-month proof-of-concept ABM campaign was a success. The company saw a 20% increase in UpToDate subscriptions among its target accounts. In addition, the company saw 128 downloads from its UpToDate microsite. Wolters Kluwer also identified 182 new decision-makers who were added into the nurture for UpToDate. Finally, the company secured 18 in-person meetings with decision-makers at its target accounts as an outcome of all 10 months of account nurture.

### Conclusion

**Wolters Kluwer's 1:1 ABM campaign was a success.**

The company was able to increase UpToDate subscriptions among its target accounts, generate leads, and secure in-person meetings with decision-makers. The company is now planning to expand its ABM program to target additional accounts.

