

ITSMA Account-Based MarketingSM
Forum | New York, NY | September 12, 2017



Optimizing ABM's Impact: Priorities for 2018 and Beyond

Dave Munn President, ITSMA



#OptimizingABM

About ITSMA And ABM Leadership Alliance

ITSMA



Research



Education



Advisory



Community



DEMANDBASE 

Engagio RADIUS 

LOOKBOOKHQ

Certain



Get Social

#OptimizingABM



ABM
Leadership Alliance

@ABMLA1

ITSMA

@ITSMA_B2B

The incredible rise of account-based marketing



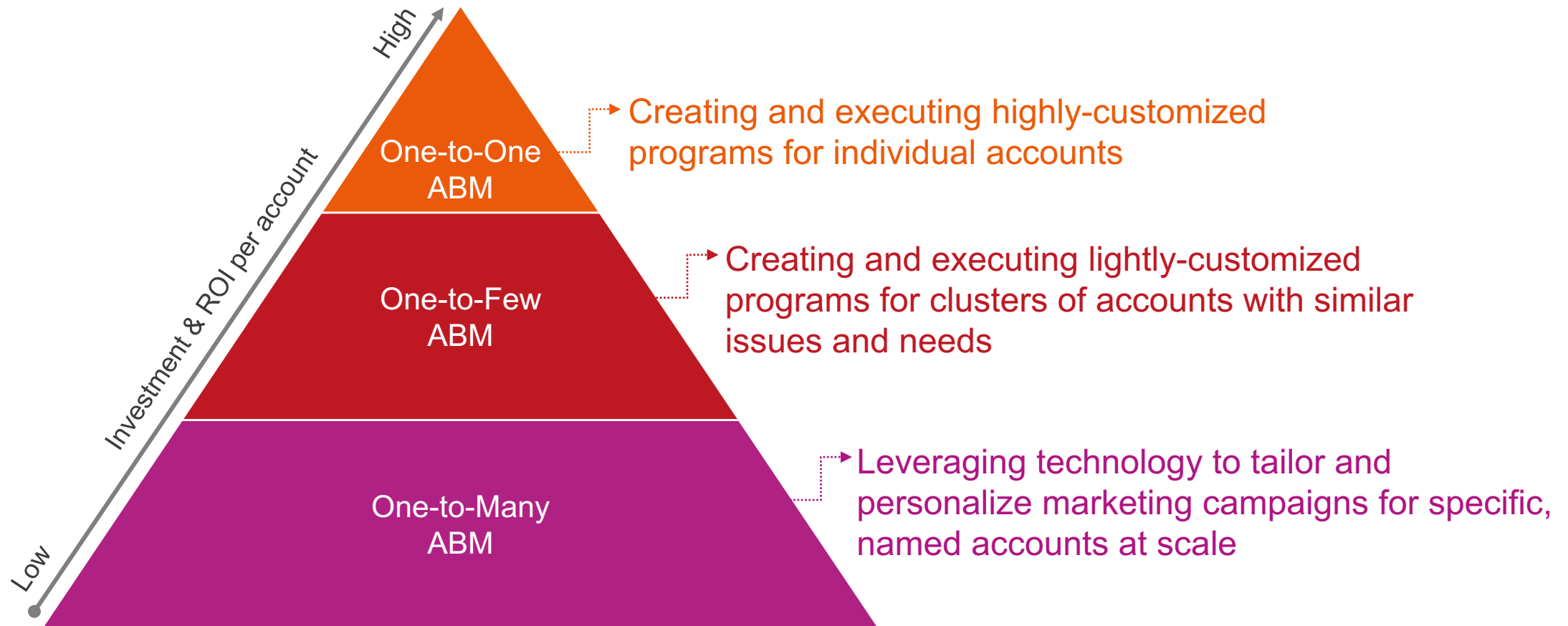
Why ABM?

- ✓ Buyers demand relevance
- ✓ Improved ability to target
- ✓ Available tools and technologies
- ✓ It works!

87%

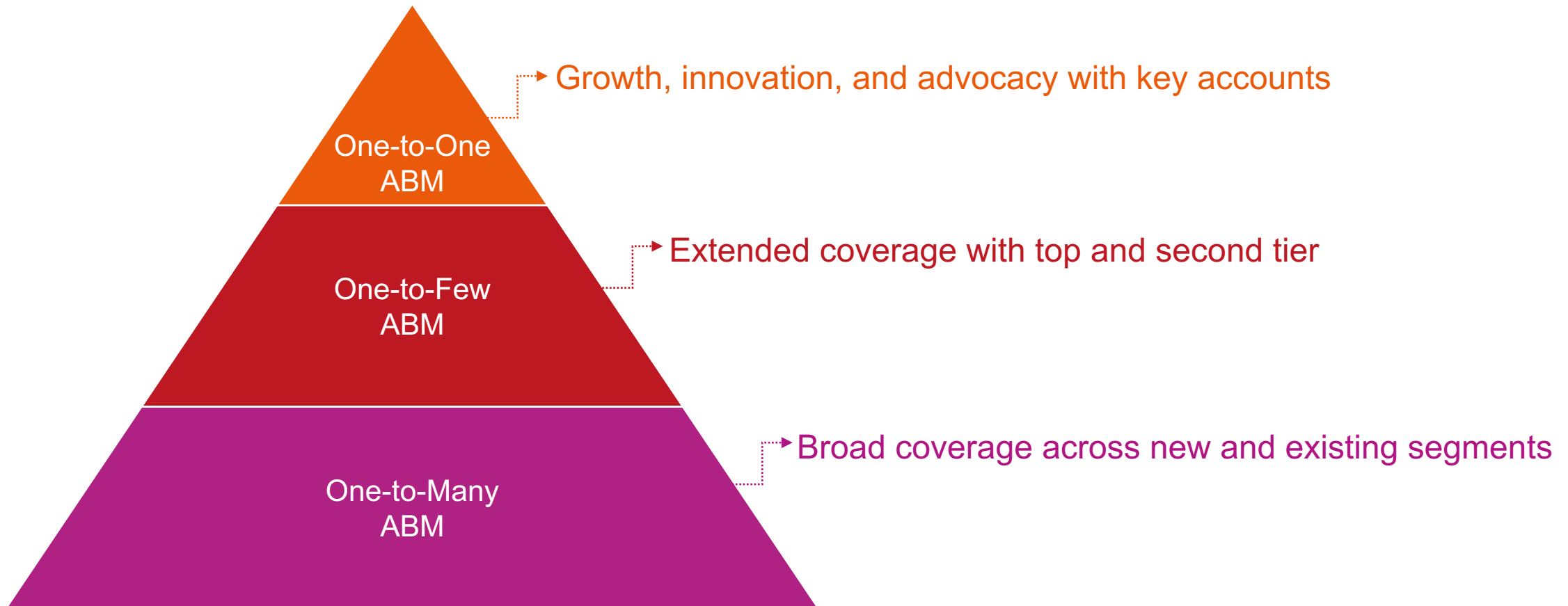
of companies say
ABM delivers higher ROI
than other types of marketing
(N=55)

As ABM has taken off, three distinct types have emerged



Source: ITSMA

ABM's Next Move: Moving to a Blended Approach



Source: ITSMA

The Great ABM Opportunity

- Drive the Three R's of strategic marketing
- Close the marketing-sales divide
- Accelerate key customer initiatives
- Elevate the role of marketing



AGENDA

- 9:00 AM–9:15 AM Welcome—Dave Munn, ITSMA
- 9:15 AM–10:00 AM Optimizing ABM Investment: The Case for a Blended Approach
Jessica Fewless, Demandbase & Rob Leavitt, ITSMA
- 10:00 AM–10:30 AM Measuring and Communicating ABM Success
Erica Short & Patricia Rollins, CA Technologies
- 10:30 AM–11:00 AM Selecting and Segmenting Target Accounts
Rudy Dillenseger, Microsoft
- 11:00 AM–11:45 AM Designing and Managing Campaigns
Mat Rider, MongoDB & Scott Sobers, Teradata
- 11:45 AM–1:00 PM Lunch and Birds of a Feather Discussions

AGENDA

- 1:00 PM–1:30 PM Leveraging Personalization to Get Results
Chris Bondhus, Brightcove
Rose Morabito, Brightcove
- 1:30 PM–2:00 PM Partnering with Sales
Amy Holtzman, Splash
- 2:00 PM–2:45 PM Broadening and Deepening Your ABM Program
Amy Craven, SAP
- 2:45 PM–3:30 PM Wrap up/Closing Session
Jessica Fewless, Demandbase & Rob Leavitt, ITSMA

Thank You!



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Optimizing ABM: Moving to a Blended Approach

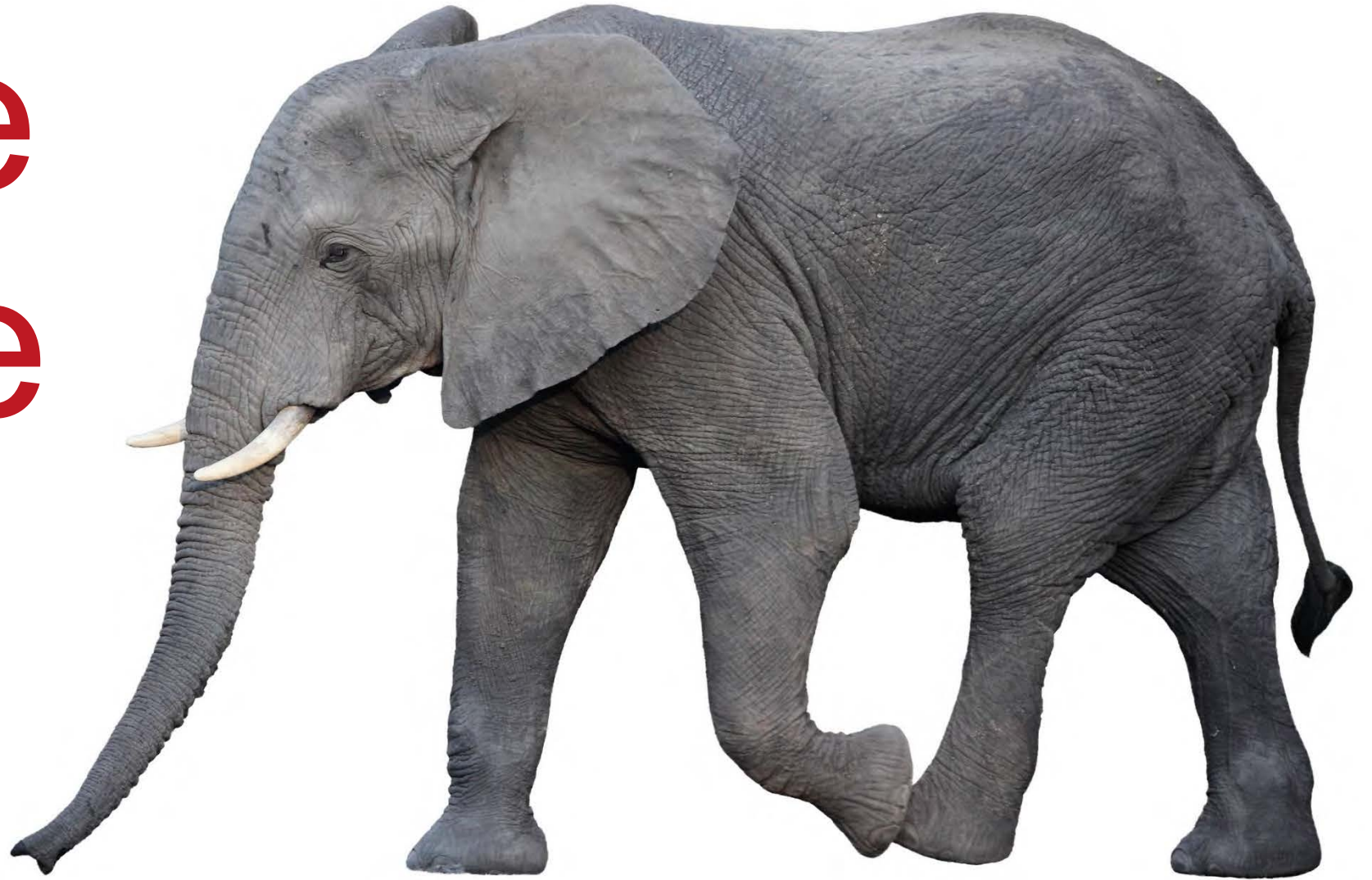
Rob Leavitt Senior Vice President, ITSMA

Jessica Fewless Vice President, ABM Strategy & Field Marketing, Demandbase



#OptimizingABM

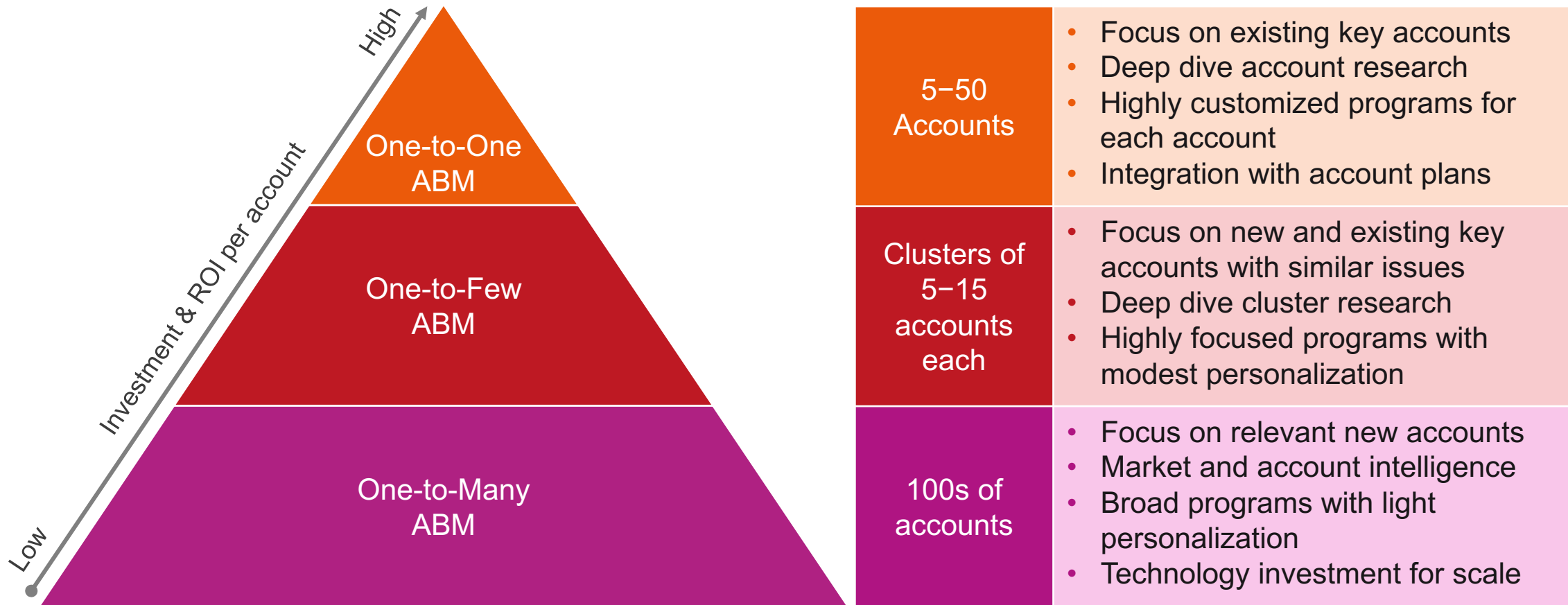
Where are we now?



What's Your ABM Story?



Understanding the three types of ABM today



Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

All three types are generating great success

87%

of companies say

ABM delivers higher ROI

than other types of marketing

(N=55)



One-to-One ABM 91%



One-to-Few ABM 91%

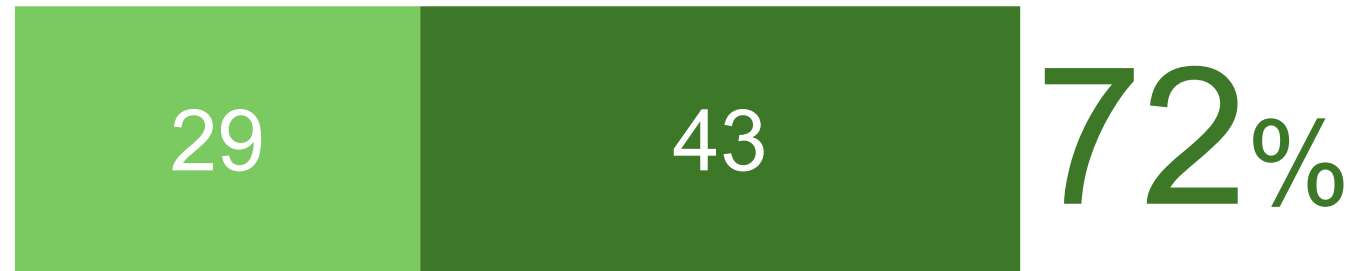


One-to-Many ABM 76%

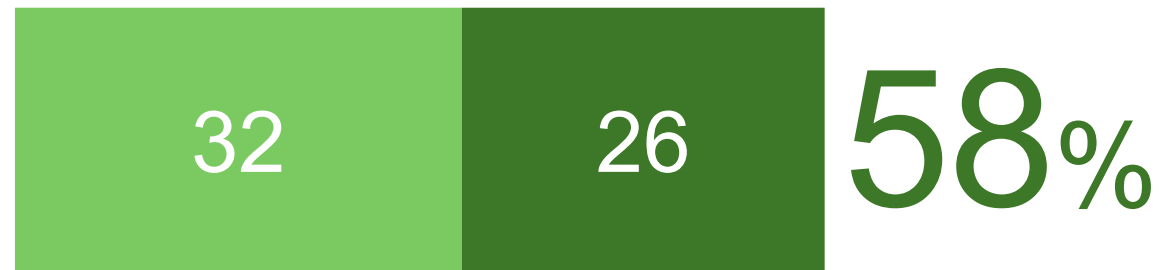
Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

The benefits of ABM extend across all of marketing, and beyond

The principles of ABM are influencing the way we do all our marketing today



ABM is playing a major role in making our entire company more customer centric



■ Agree

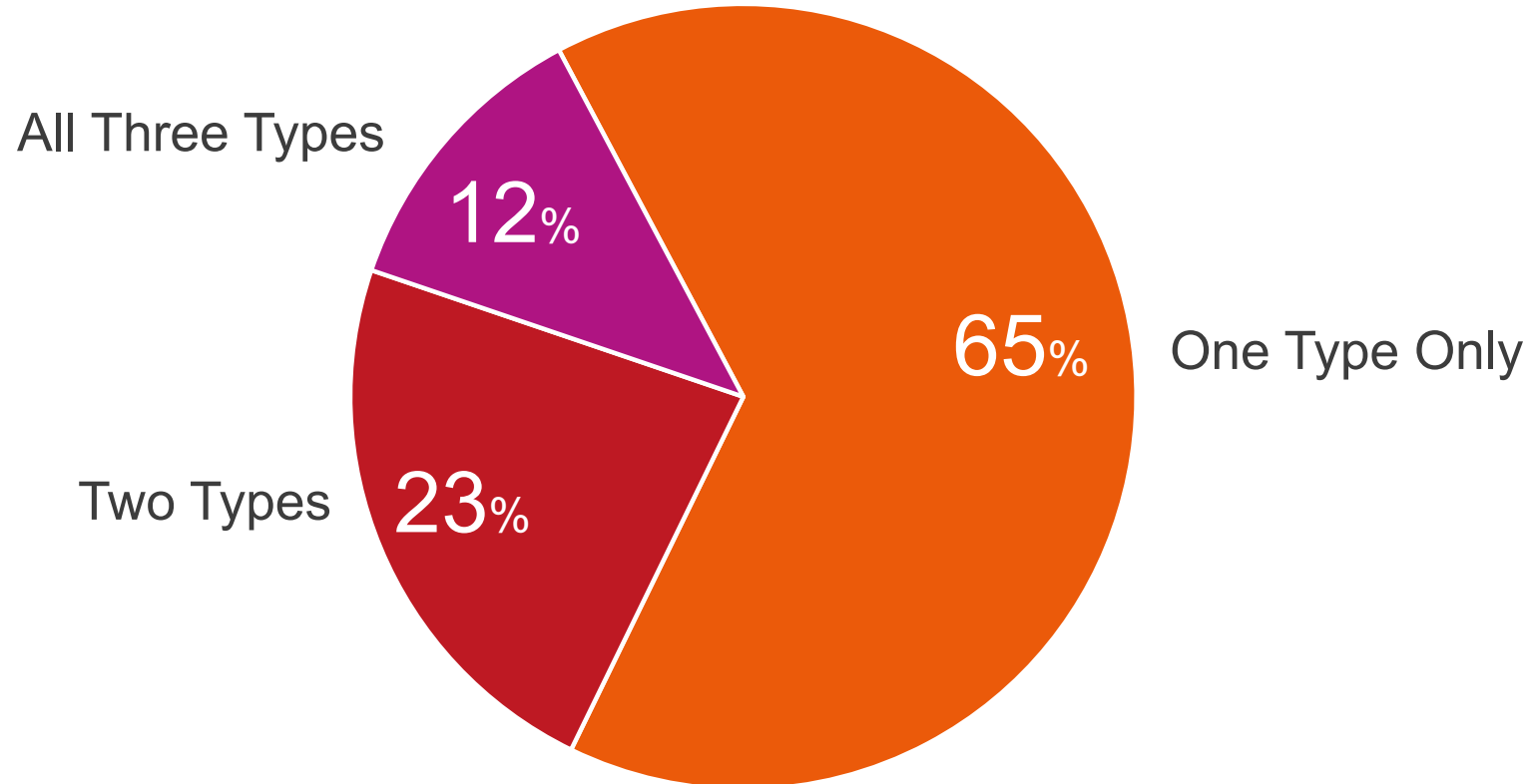
■ Strongly agree

% of respondents who agree and strongly agree with the statement (N=72)

Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Some companies are moving to a blended approach but most are implementing just one type

% of respondents
(N=82)

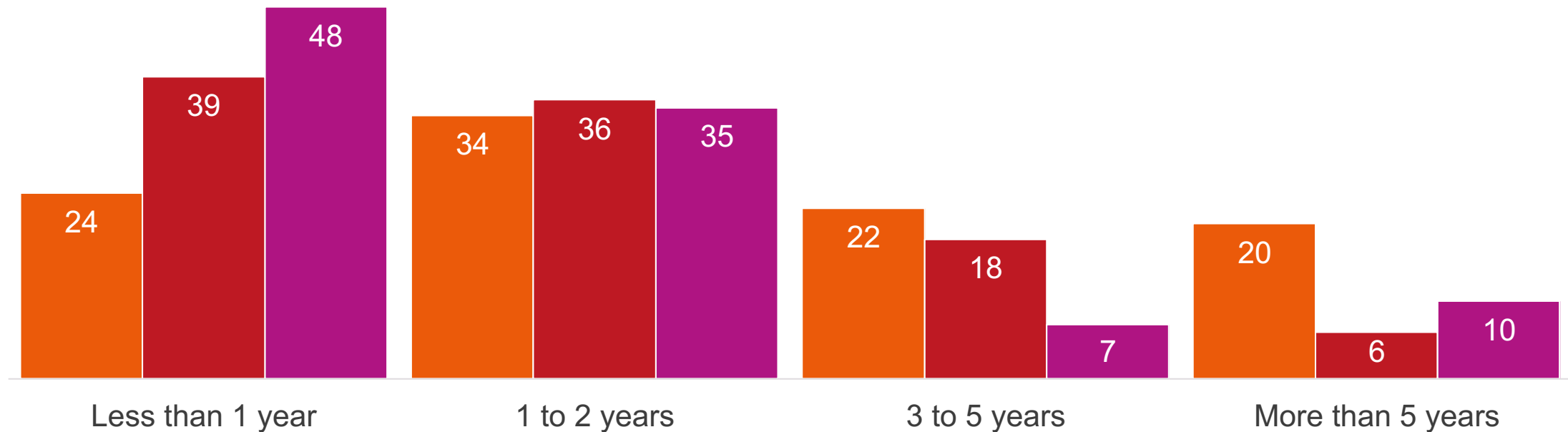


Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Most ABM-ers are still early in their journey

How long have you had an ABM program?
% of respondents

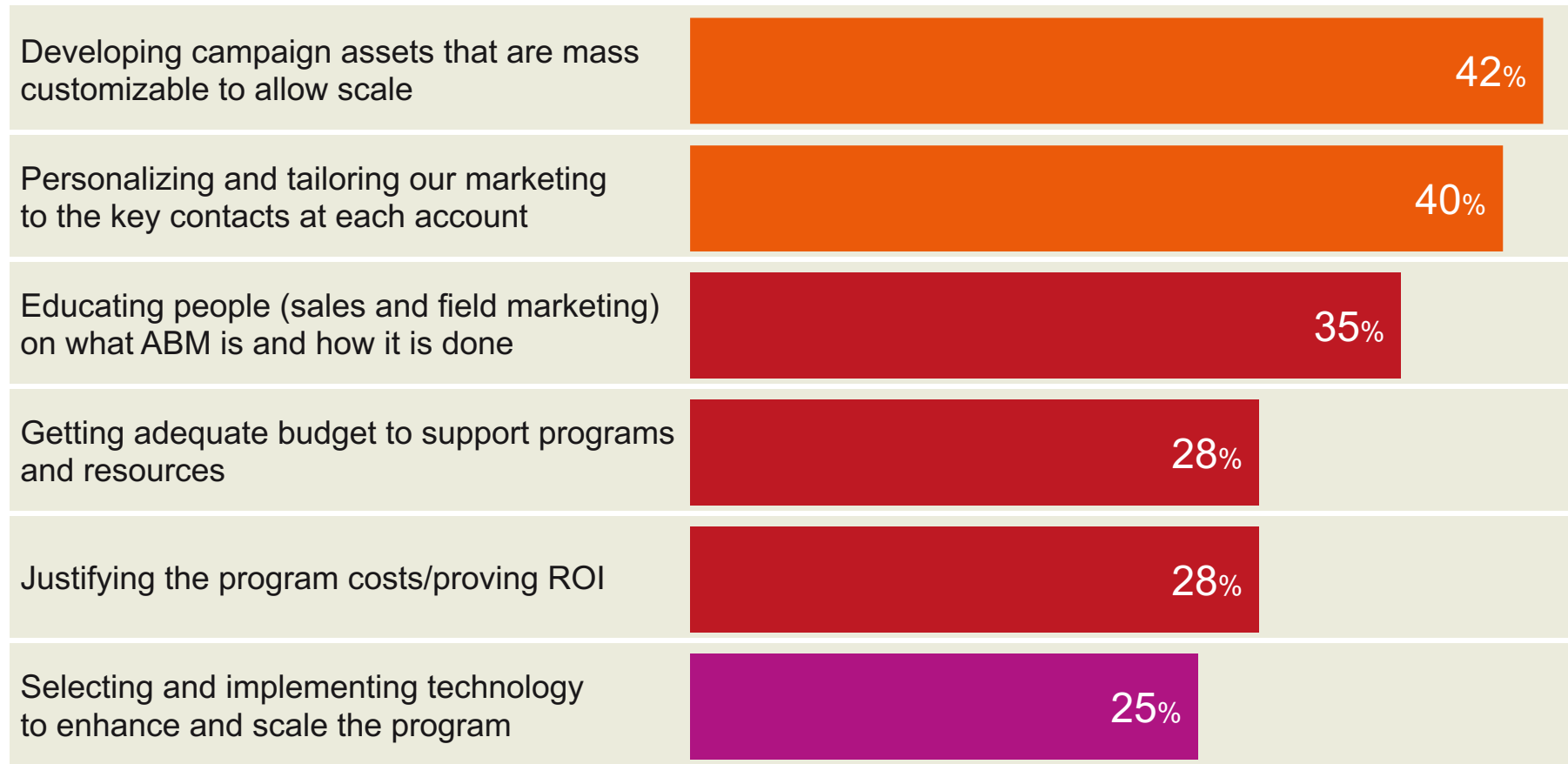
■ One-to-One (N=41) ■ One-to-Few (N=33) ■ One-to-Many (N=29)



Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Common challenges include developing the right assets, tailoring approaches, and educating the organization

What are the top three challenges you face in your ABM programs?
% of respondents (N=72)



Note: Up to three responses allowed.

Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Looking ahead, a majority of ABM-ers plan to scale their programs, often with a blended approach

71%

Plan to scale ABM in
the next 12 months

N=72

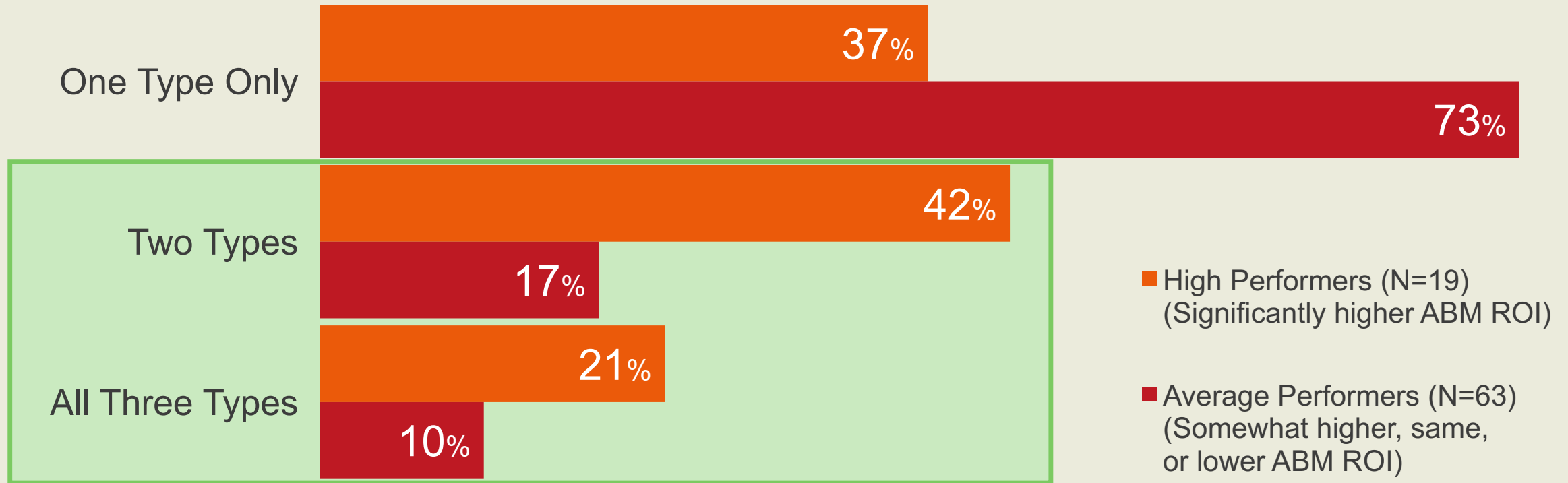
67%

Will adopt a blended
approach to do so

N=51

High performing ABM marketing organizations are more likely to follow a blended approach

% of respondents

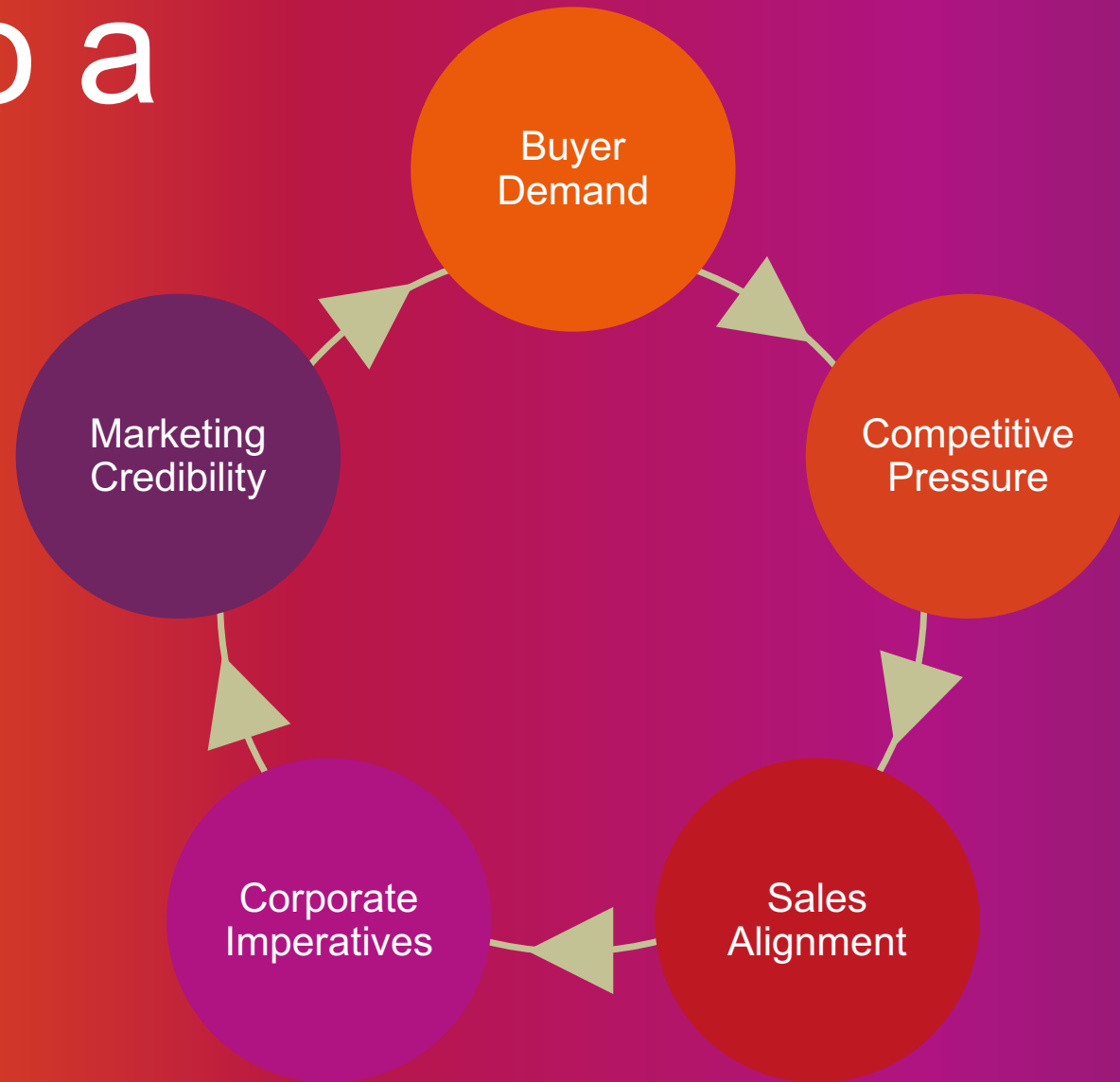


Note: Differences are statistically significant.

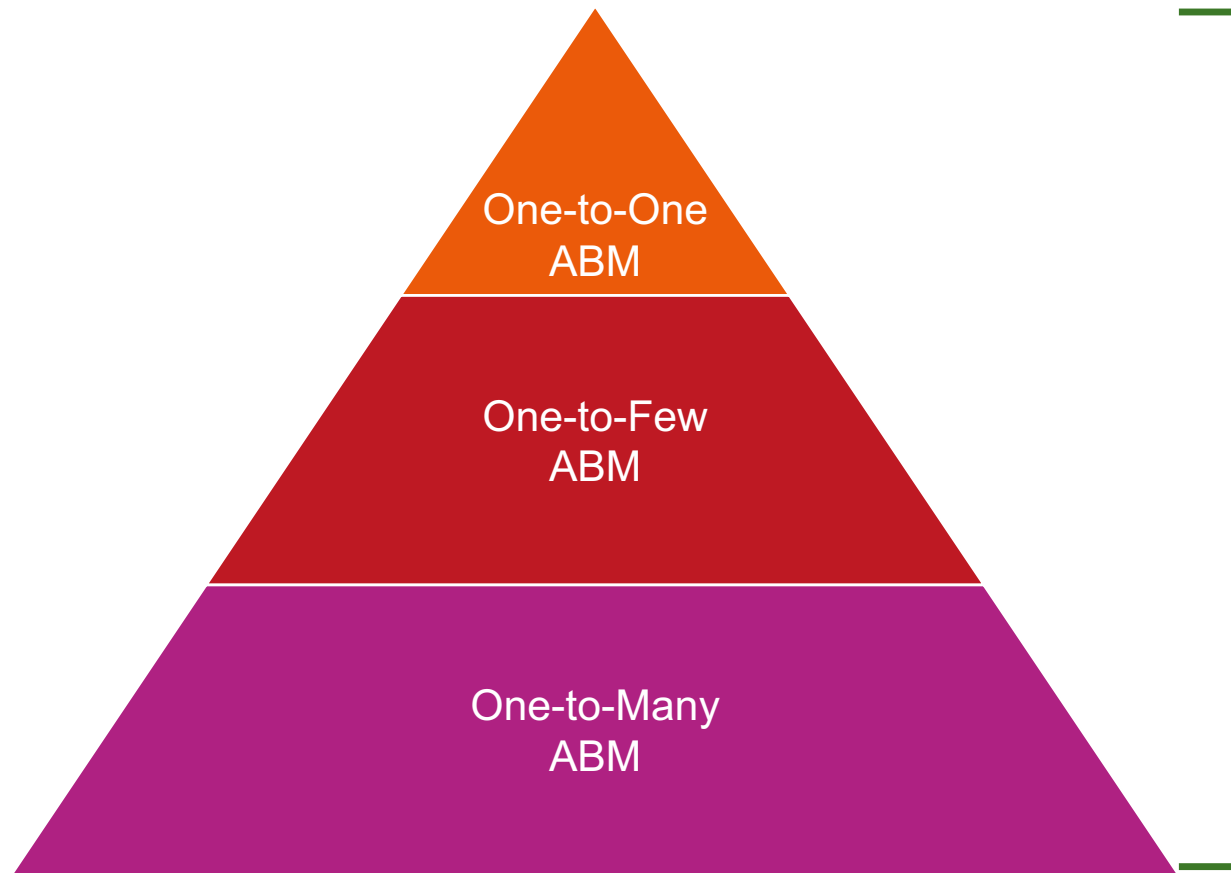
High performing organizations are those that are seeing ABM deliver *significantly* higher ROI than for other types of marketing

Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Why move to a blended approach?



Seven considerations for a blended strategy



1. Program objectives
2. Account segmentation
3. Campaign management
4. Organization and skills
5. Technology infrastructure
6. Budgeting for success
7. Communicating impact

Program Objectives



Opening new markets

Proving new solutions

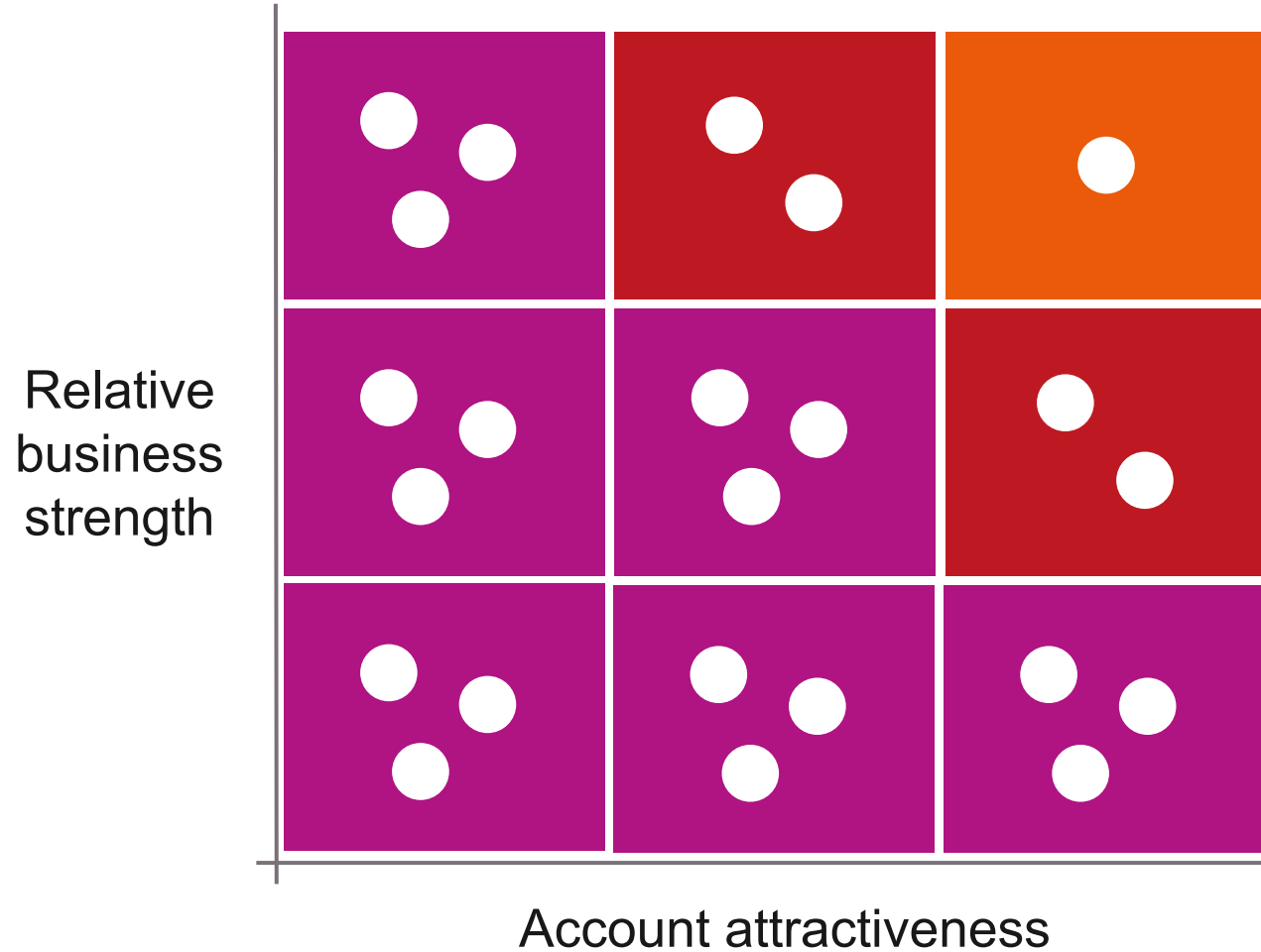
Revenue growth

Developing references and advocates

Ensuring customer success

Changing market perceptions

Account Segmentation



Additional factors:

- Sales model and coverage
- Corporate growth priorities
- Marketing resources
- Customer purchase intent

Campaign Management



Top tactics for the three types of ABM



One-to-One ABM

- Account-specific (bespoke) thought leadership
- *Innovation days*
- *Executive engagement plans*
- *One-on-one, face-to-face meetings*



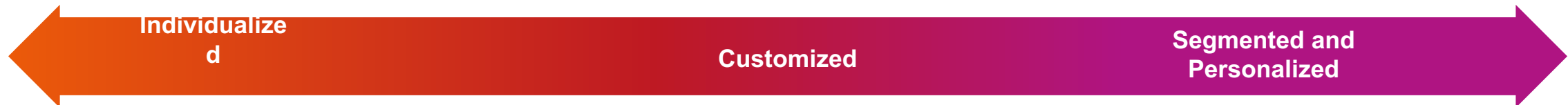
One-to-Few ABM

- Email marketing
- Account-specific (bespoke) thought leadership
- *Roadshows/events*



One-to-Many ABM

- Email marketing
- Reverse IP/targeted digital ads/content/retargeting
- *Roadshows/events*

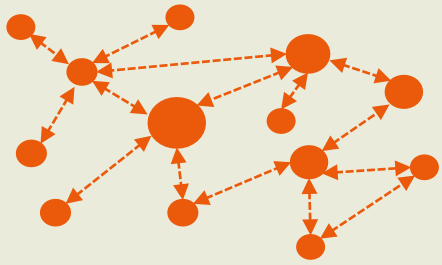


Source: ITSMA and ABM Leadership Alliance, Optimizing Investments in Account-Based Marketing Survey, 2017

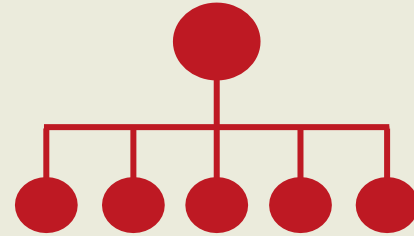
Organization and Skills



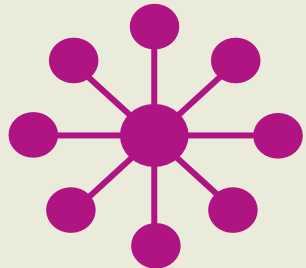
Decentralized



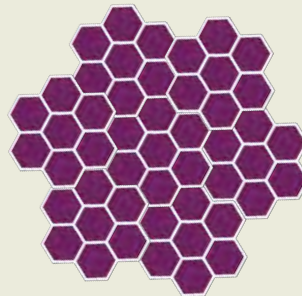
Centralized



Hub and Spoke



Honeycomb



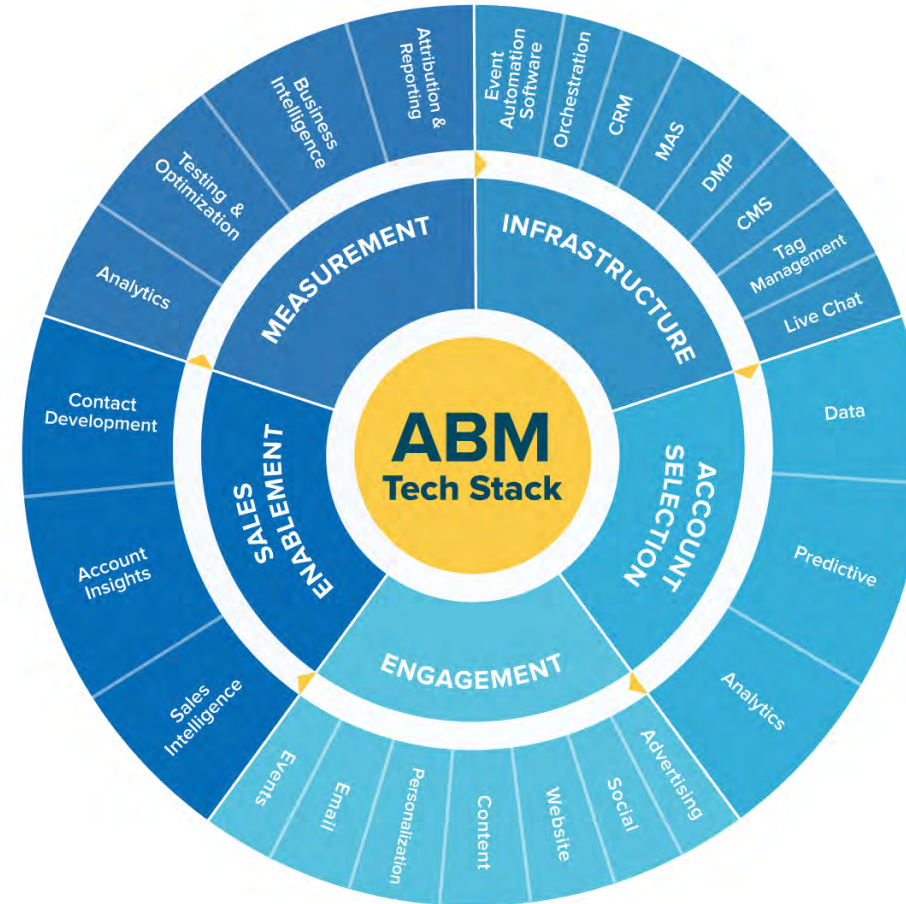
Additional skills and knowledge:

- Customer and market intelligence
- Sales collaboration
- Data, insights, and analysis
- Customer success

Technology Infrastructure



- **Infrastructure:** how do you track and execute your ABM strategy?
- **Account Selection:** how do you get the RIGHT list in place?
- **Engagement:** how do you get a relevant message to your targets?
- **Sales Enablement:** Marketing's done their job, how do you make sure Sales gets it over the finish line?
- **Measurement:** How do you know what's working? What's not? What's next?



Budgeting for success



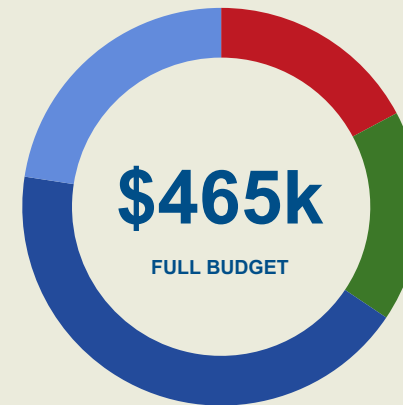
26%
of the marketing budget
dedicated to ABM

Spending:

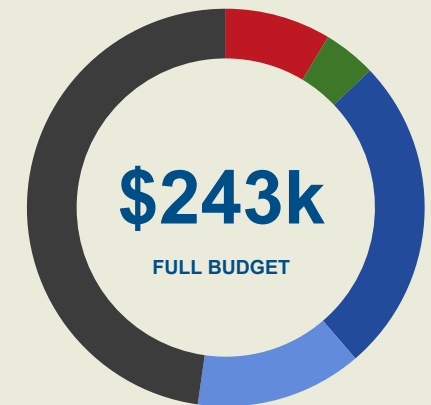
Median investment per account or cluster

One-to-One ABM	One-to-Few ABM	One-to-Many ABM
\$58,667 (per account)	\$50,000 (per cluster)	N/A

Standard B2B
Marketing Spend



ABM Optimized
Spend



- CONTENT SYNDICATION
- WEBINAR SPONSORSHIPS
- DIGITAL ADVERTISING
- REGIONAL EVENTS
- SAVING BY ABM APPROACH

Source: ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, July 2017

Communicating Impact



Program Dashboard (illustrative)

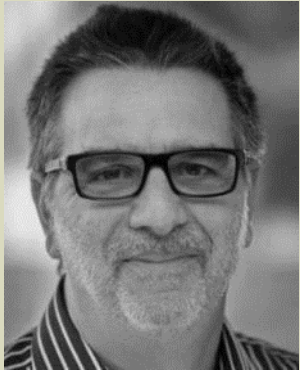
Reputation	Relationships	Revenue
<ul style="list-style-type: none">• Sales satisfaction• Customer satisfaction• Brand perception• References and advocates	<ul style="list-style-type: none">• Account coverage• Account engagement• Relationship strength• Solution innovation	<ul style="list-style-type: none">• Pipeline growth• Revenue growth• Deal size and type• Portfolio penetration• Share of wallet

Questions for today!

- How might a blended strategy support my top marketing and business objectives?
- What strengths and successes can we build upon to move toward a more comprehensive ABM approach?
- Which challenges or constraints are most important to address?
- What practical examples or ideas from today are most useful?



Thank You!



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Senior Vice President

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Measuring and Communicating ABM Success

Erica Short

Tim Howell

CA Technologies



Refine, expand
and accelerate our
data-driven strategy.



Measurement and Metrics



**Quality
Pipeline**



**Website
Traffic**



**User
Engagement**



**Lead
Conversions**

**Implementing ABM
tactics delivers
measurable results.**

Setting the Baseline

- Accounts performance

- Engagement
- Website traffic
- Conversions
- Quality pipeline

Before ABM

vs

After Launch

-

ABM

vs

Non-ABM

Quick Wins – Results YTD

Area of Site	Test Description	Lift Seen	Impacts
Homepage	Homepage Personalization Behavior Retargeting – serving targeted content below the hero to Increase relevancy of the homepage for visitors.	✓	Targeted banner shows a 134% increase in Click Conversion. Overall increase in visitor engagement (+562% in form view, +175% in video interactions, +218% in asset download, +49% in page views per visits).
Homepage	Personalization – Top six industries	✓	+\$708K estimated incremental revenue annualized. +280% in form completion, +137% in asset downloads and +22% in video interactions.
Homepage	New HP ABM Personalization v3 - Call out visiting company in the MSF Tour hero	✓	Personalized MSF Tour banner won overall +44.3%; Form complete +17%; Form views +36.7%; Asset download +16.2% and video play +31.4%

Targeted vs Non-Targeted

+175% (378bps) video interactions
+758% (65bps) video complete
+145% (25bps) 25% video complete
+84% (10bps) 50% and 75% video complete

1/11/17 - 2/7/17 Final			
	Unique Visitors Saw the Xp	Cnt of Vid Act After Seen Xp	Video Action
Agile	544	54	9.93%
APIM	335	32	9.55%
WLA	353	8	2.27%
APM	373	2	0.54%
UIM	281	16	5.69%
Targeted Performance	1,886	112	5.94%
Non-Targeted Performance	1,156	25	2.16%
Lift			175%

1/11/17 - 2/7/17 Final			
	Unique Visitors Saw the Xp	Cnt of 25% Vid After Seen Xp	Video 25% Complete
Agile	544	4	0.74%
APIM	335	3	0.90%
WLA	353	-	0.00%
APM	373	-	0.00%
UIM	281	1	0.36%
Targeted Performance	1,886	8	0.42%
Non-Targeted Performance	1,156	2	0.17%
Lift			145%

1/11/17 - 2/7/17 Final			
	Unique Visitors Saw the Xp	Cnt of Vid Cmp After Seen Xp	Video Complete
Agile	544	6	1.10%
APIM	335	5	1.49%
WLA	353	3	0.85%
APM	373	-	0.00%
UIM	281	-	0.00%
Targeted Performance	1,886	14	0.74%
Non-Targeted Performance	1,156	1	0.09%
Lift			758%

FY18 Marketing Strategy

FY18 Metrics that Matter

Revenue ↑

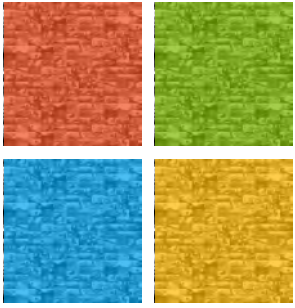
Close Win Rate ↑

Avg contract value ↑

Funnel velocity ↑



Thank You.



Microsoft mission

Empower every person and every organization on the planet to achieve more

Microsoft Segmentation and Account Based Marketing Approach

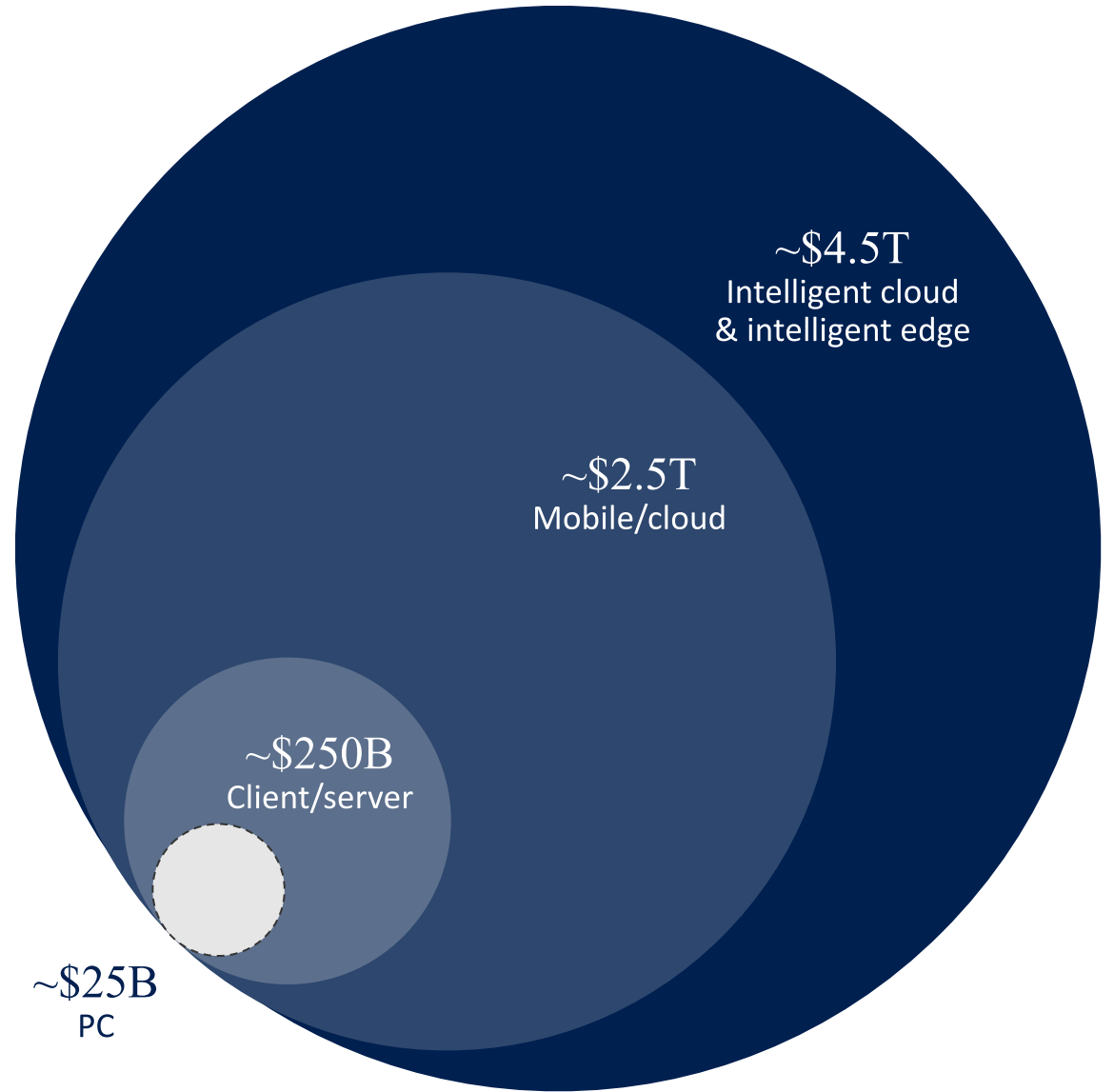
Rudy Dillenseger

Director of Account Based Engagement

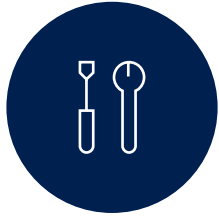
ITSMA

September, 2017

Our expanding opportunity



Digital Transformation



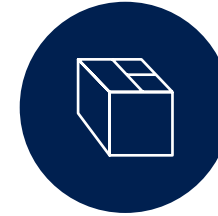
Empower
employees



Engage
customers



Optimize
operations



Transform
products

Enabling Digital Transformation



Modern workplace



Business applications



Applications
& infrastructure



Data & AI



Empower
employees



Engage
customers

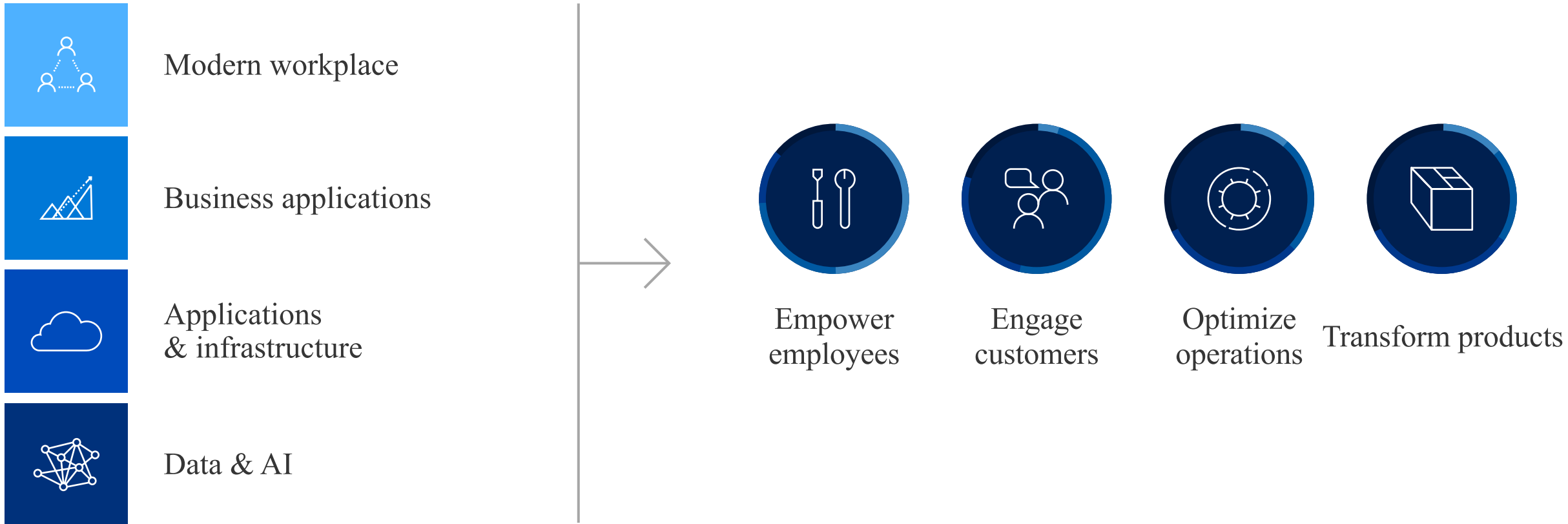


Optimize
operations



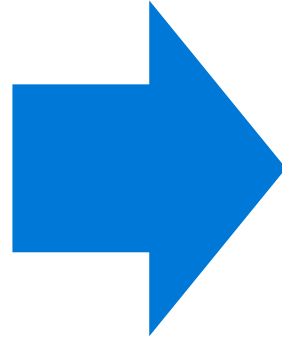
Transform products

Enabling Digital Transformation



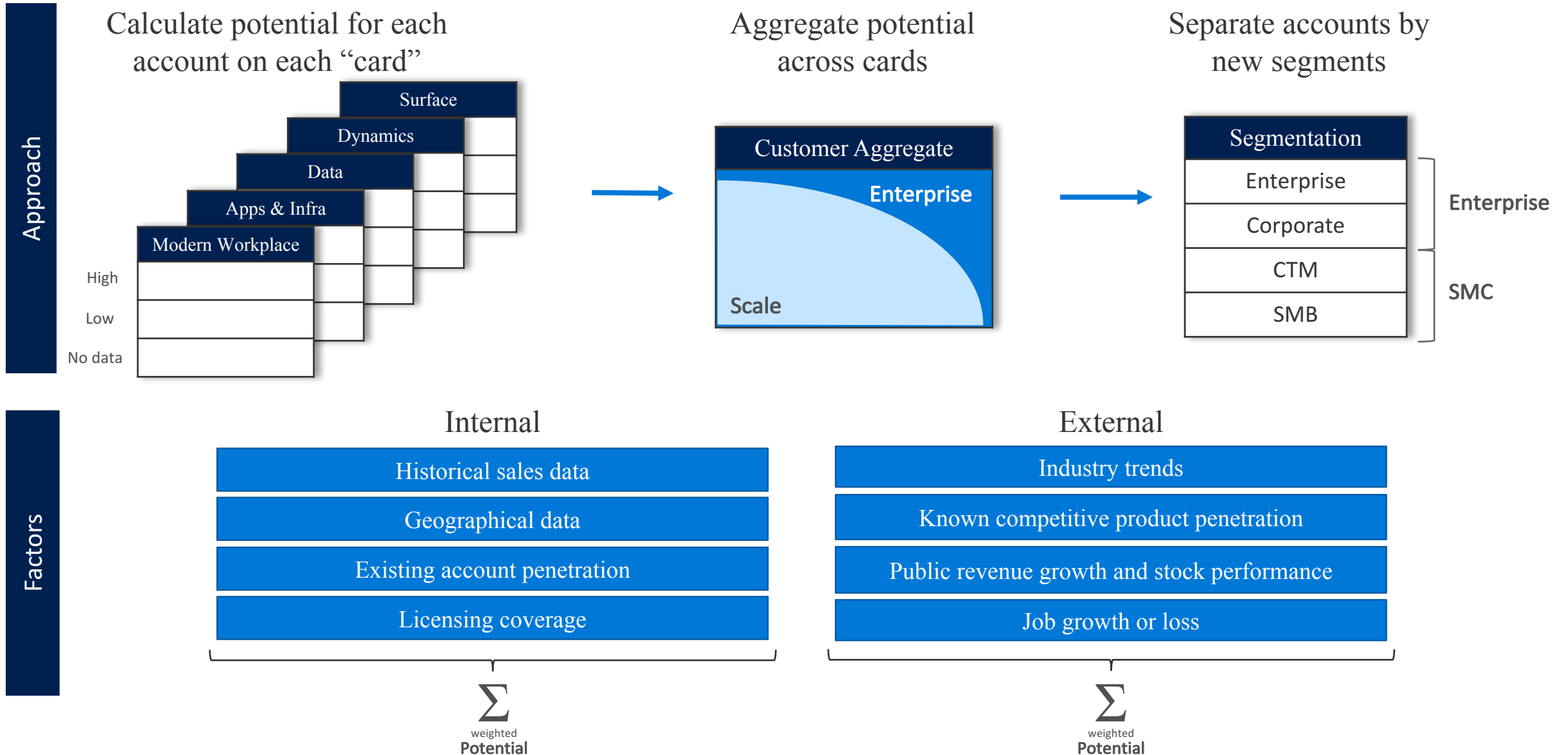
Digitally transforming customer segmentation

From: PC count,
employee count,
historical revenue

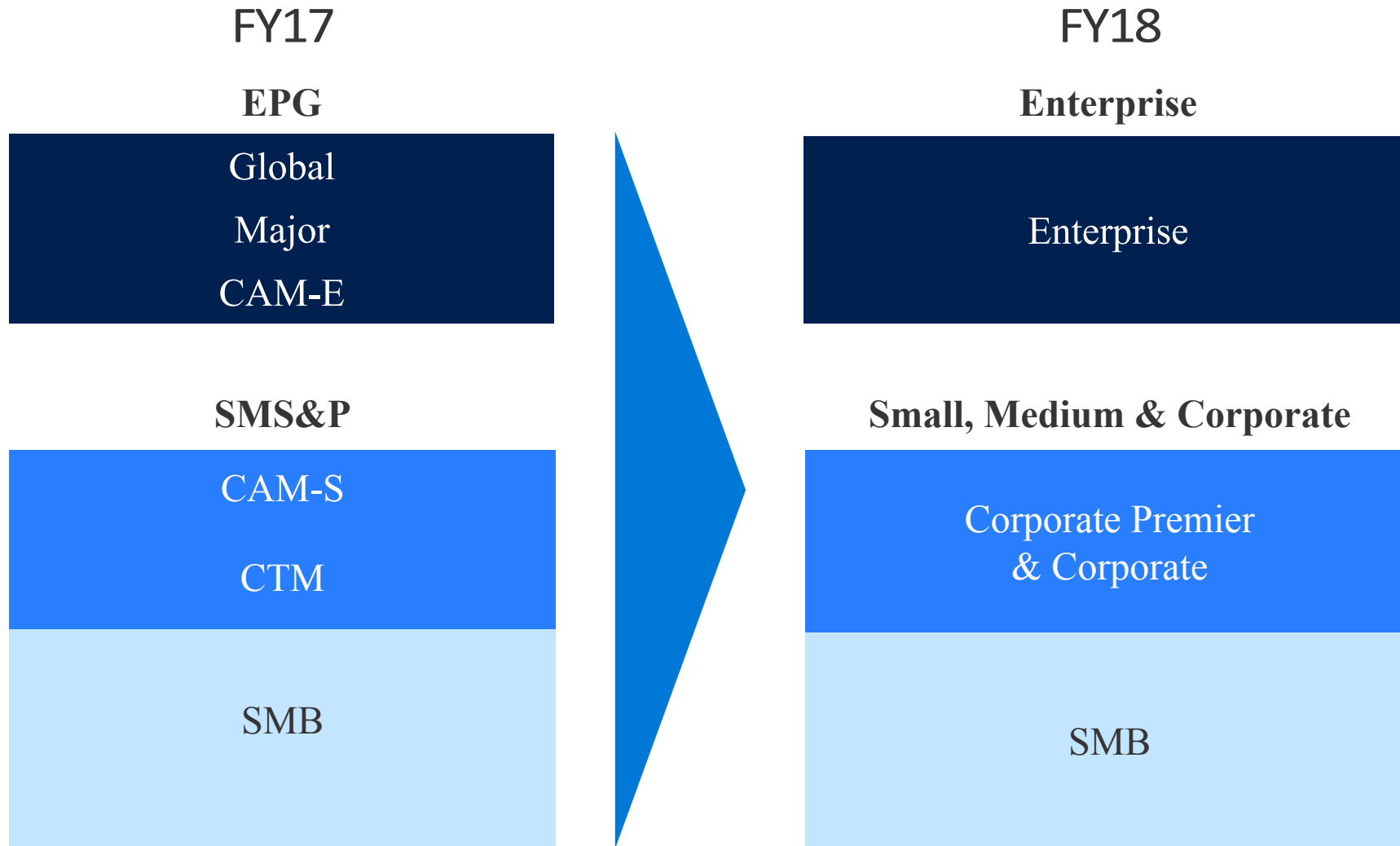


To: forward looking
(Potential/Propensity)
with unique attributes
by workload

Defining Customer Potential



Simplifying our customer model



Account Based Management Initiatives



Programmatic
ABM

Cluster
ABM

One-to-One
ABM

Account Based Engagement



Road to success:
Redefining relationship between
marketing and sales



Designing and Managing ABM Campaigns

Mat Rider: Global Director of Digital Marketing at MongoDB

Twitter: @mr_mat_rider & @MongoDB

LinkedIn: /in/matrider

Agenda

- Think about and segment target account lists
- Attract and engage accounts through digital channels
- Leverage offline tactics

Digital Technology Stack

Program Management



AdRoll



YouTube



Analytics

DEMANDBASE



tableau[®]
S O F T W A R E

BRIGHTEDGE



MarTech Tools



Top funnel: Audience targeting, ad testing, acquisition



Top funnel: Audience targeting, ad testing, acquisition



Top funnel: Audience targeting, ad testing, acquisition



Top funnel: Retargeting site visitors



Google Analytics

Mid funnel: Landing page performance



Middle funnel: Measure lift from target accounts



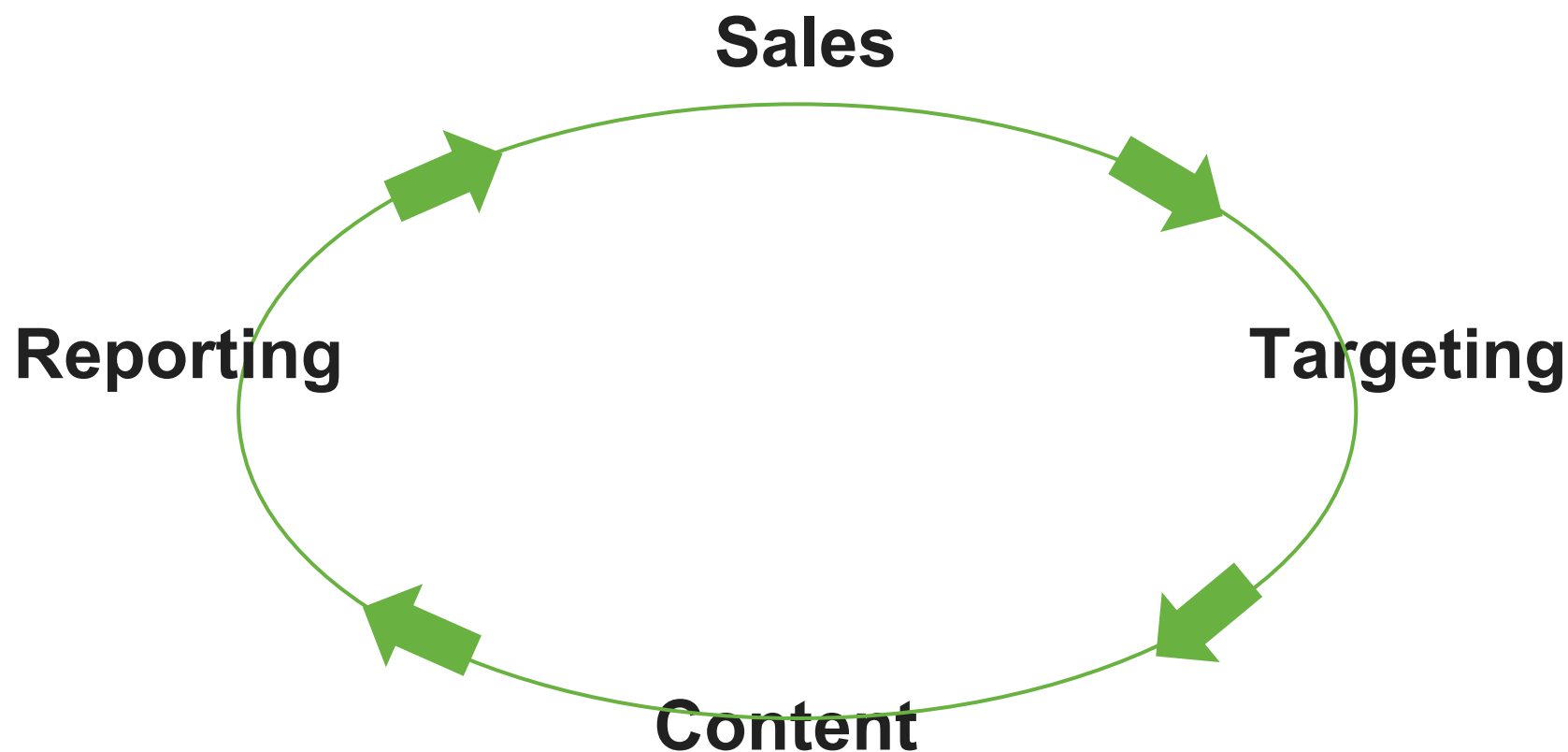
Bottom funnel: Channel acquisition tracking



Bottom funnel: LinkedIn Nav. integration, bizible details

Think About and Segment Target Account Lists

Think About Digital ABM Life Cycle



Digital ABM Life Cycle Checklist

Sales

1. **Talk** with Sales & **Share** the plan
2. Identify **Top Targets** Together
3. Make sure to have **Sales' buy-in** so they follow up
4. Setup **check-ins** between marketing & sales

Targeting

1. Leverage **current database**
2. Use **tracking pixels** on site
3. Leverage capabilities of **ad serving platforms**
4. **Test, Test, Test**

Content

1. Identify user **pain points**
2. Create **targeted content**
3. Build ads based on **targeted audience**
4. **Test, Test, Test**

Reporting

1. Build reporting that **auto delivers leads**
2. Place **tracking pixels** on your site
3. Set up **multi touch tracking** for campaigns

Understand Your Target Audience

Starting Points

- Review site traffic
- Monitor organic engagement
- Look for online conversations
- Understand channel sentiment



Google Analytics



Target Accounts Through Digital LinkedIn Facebook

Upload Contacts

Target a list of accounts or contacts ?
Upload a list of companies or email addresses.

Upload a list

include Start typing the name of your audience

See full list

Define your accounts

What job titles do you want to target?

include Start typing a job title...

include
Chief Technology Officer x
Director Of Information Technology x
Chief Information Officer x
Director Of Engineering x
Director Of Technology x
Vice President Of Engineering x
Vice President Information Technology x
Vice President Of Technology x
Director Of Information Systems x

Target by current roles with these job titles

What industries do you want to target?

include Start typing an industry...

include Retail x

What company sizes do you want to target?

include
☐ Myself Only
☐ 1-10 employees
☐ 11-50 employees
☒ 201-500 employees
☒ 51-200 employees
☒ 501-1000 employees

MongoDB



Sign up by providing your info below.

Email Enter your answer.
First name Enter your answer.
Last name Enter your answer.
Country United States

By clicking Submit, you agree to send your info to MongoDB who agrees to use it according to their privacy policy. Facebook will also use it subject to our Data Policy, including to auto-fill forms for ads. [View Facebook Data Policy](#), [View MongoDB's Privacy Policy](#).

Back

Cancel Submit

Upload Contacts

1 Add Customer List 2 Edit Data Mapping 3 Hashed Upload & Creation 4 Next Steps

Prepare a file with your customer data

How to prepare your data

Identifiers you can use (15)

Email Phone Number Mobile Advertiser ID First Name Last Name ZIP/Postal Code City
State/Province Country Date of Birth Year of Birth Gender Age Facebook App User ID
Facebook Page User ID

Define your accounts

INCLUDE people who match at least ONE of the following

Demographics > Work > Job Titles
Engineer
Programmer
Solution architect
Interests > Additional Interests
Computer programming
Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

Demographics > Work > Employers
ACT Student
Airbus Defence and Space
Alliance Healthcare Portugal
Angle's List
Blackboard Inc.
Add demographics, interests or behaviors Suggestions Browse

Narrow Further

EXCLUDE people who match at least ONE of the following

Demographics > Education > Education Level
In college
Add demographics, interests or behaviors Browse

Engage Accounts Through Content

Engage Accounts Through Digital

Form Fill

Contact Us

Ad

Landing Page

Ad

Landing Page

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Analyze data at scale to derive powerful insights with MongoDB. Download Now.

mongoDB Connector for BI

Connect MongoDB to SQL-based BI and analytics platforms to extract hidden value.

MongoDB Connector for BI is certified by Tableau

Try it out today.

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Learn More

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Connecting Tableau to MongoDB

Download the MongoDB Connector for BI

The MongoDB Connector for Business Intelligence lets you use MongoDB as a data source for SQL-based analytics and data visualization tools like Tableau. Seamlessly create the Tableau visualizations and dashboards that will help you extract the insights and hidden value in your multi-structured data.

The MongoDB Connector for BI is part of MongoDB Enterprise Advanced. Get started by downloading the MongoDB Connector for BI from here. You can review our evaluation agreement here.

Connecting From Tableau

Here's a brief tutorial on how to connect to the BI Connector from Tableau with or without MongoDB authentication enabled.

Basic connection with no authentication

Before connecting, you should have the BI Connector running. If needed, review the documentation for installing the BI Connector.

MongoDB (Default)
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Trying to solve MongoDB issues? We can make sure you're following the best practices and getting the best performance.

Let MongoDB experts accelerate your success

Ensuring MongoDB Performance Best Practices

News Feed Link Description

DISPLAYURL.COM

Contact Us

FOR GIANT IDEAS SOLUTIONS CLOUD CUSTOMERS RESOURCES

Development Support

Contact Sales

Let's Get You Running

Speed up your development by 4x. Harden your application before you go into production. Development Support gives you technical support, plus the tools and features of MongoDB Enterprise Server, in a package that makes sense for development.

Looking to get a development cluster up and running quickly? Try MongoDB Atlas, our database as a service offering. Spin up an instance in just a few minutes and start working.

Benefits

- Get to production **4x faster**, like Telefonica, by getting your questions answered quickly and removing blockers.
- Harden your application so it's ready for production and scale out with help from our **expert engineers**.

Engage Accounts Through Digital

**MongoDB (Default)**

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Like Page

Learn about MongoDB architecture and MongoDB technology.



Download MongoDB Architecture Guide

Learn to build and run MongoDB applications by understanding MongoDB's document data model, query model, data management, and more.

MONGODB.COM

Download



Review the #s

Review Program Reports

#1 - Audience & Ad Performance

Ad Set Name	Delivery	Results	Reach	Cost per ...
lookalike	● Active 1 Approved	89 Leads (Form)	35,627	\$2.45 Per Lead (Form)
interest	● Active 1 Approved	47 Leads (Form)	8,567	\$4.66 Per Lead (Form)
dev-title	● Active 1 Approved	3 Leads (Form)	868	\$46.14 Per Lead (Form)

#2 - SALs & Velocity



#3 - Sales Feedback

16 of 16: Sep 05, 2017 04:37 AM from facebook		Bizible Attribution Data	
04:39 AM	https://www.mongodb.com/thank-you/building-enterprise-grade-blockchain-databases-with-mongo	Ad Group:	Distributed
04:39 AM	https://www.mongodb.com/collateral/building-enterprise-grade-blockchain-databases-with-mongo	Campaign:	Americas_US_digital_blockchain_desktop_1
04:37 AM	https://www.mongodb.com/collateral/building-enterprise-grade-blockchain-databases-with-mongo	Medium:	PS
		WebSource:	facebook
		Campaign	Americas US digital blockchain desktop 1

Leverage Offline Tactics

Offline Options

Direct Message (DM)

1. Understand your **audience**
2. Design nurture programs based on **audience info**
3. Create an **engagement plan** when conversations start
4. **Review data** for learnings

Email


1. Design **unique programs** for leads/contacts from digital programs
2. Identify the **best persona nurture track** for each digital campaign

Events

1. Leverage **Top Target lists** to drive event registration
2. Create a **retargeting nurture program** from the attendee list
3. Keep the **offline conversation** going online

Leveraging Offline Tactics - DM

Identify



Vineet Vashishta
San Francisco & Reno

37.8K 500+ 21

Top 10 influencer on #MachineLearning & #DataScience. Teaching clients to leverage AI for competitive advantage ...

REACH 38.3K

RELEVANCE 10


RESONANCE 1

RANK 6

TOPICS

Artificial Intel... Analytics Machine Lea...

Big Data Software +15



Nicole Sullivan
San Francisco

35.6K 500+ 139 1.78K

GEEK!

REACH 38.0K

RELEVANCE 10


RESONANCE 1

RANK 6

TOPICS

CSS HTML Web Browsers

Web Develo... Web Design +15



John Collison
San Francisco

32.9K 500+ 160 63

Co-founder of @stripe.

REACH 35.1K

RELEVANCE 10


RESONANCE 1

RANK 7

TOPICS

CEOs and Ex... Apps Startups

San Francisco Uber +15



Daniel Elizalde
San Francisco, CA

33.2K 500+ 9

Founder of TechProductManagement. Learn to tackle any IoT Product | <https://t.co/EH2QKcBk0u> #prodmgmt ...

REACH 33.7K

RELEVANCE 10

RESONANCE 5


RANK 8

TOPICS

Product Man... Internet of T... Technology

User Experie... Big Data +14

Message




Wayne Sutton
@gr32ndata
San Francisco, CA

TWEET VARIATION

Hi Wayne, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jweKr5>

No Attachments

01/17/2017 AT 3:52 PM




Tarek Amr
@gr32ndata
Amsterdam, NL

TWEET VARIATION

Hi Tarek, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2LTP3h>

No Attachments

01/17/2017 AT 4:05 PM




Patrick Reilly
@oreillyme
Silicon Valley

TWEET VARIATION

Hi Patrick, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2Vw5NI>

No Attachments

01/17/2017 AT 4:14 PM




Jesse Stay
@jessastay
Salt Lake City, UT

TWEET VARIATION

Hi Jesse, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments

01/17/2017 AT 4:20 PM




Jennifer B. Lee
@jennylee
Out and about.

TWEET VARIATION

Hi Jennifer, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5p16>

No Attachments

01/17/2017 AT 4:25 PM




Alister Cameron
@aliscam
Australia

TWEET VARIATION

Hi Alister, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2W9evx>

No Attachments

01/17/2017 AT 4:27 PM




David Haddad
@davey99
Dubai, London, San Francisco

TWEET VARIATION

Hi David, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments

01/17/2017 AT 4:38 PM




Randall Degges
@rdegges
California, USA

TWEET VARIATION

Hi Randall, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5p16>

No Attachments

01/17/2017 AT 4:44 PM




Jorge Soto
@sotoventures
San Francisco, CA

TWEET VARIATION

Hi Jorge, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments

01/17/2017 AT 4:52 PM




Luc Jallais
@lucjallais
Ajaccio, Corsica, France

TWEET VARIATION

Hi Luc, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments

01/17/2017 AT 4:58 PM




Steve Levy
@LevyRecruits
At the beach or on the trails

TWEET VARIATION

Hi Steve, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments

01/17/2017 AT 5:04 PM



Ian Murray
@adamrecapit
San Francisco, CA


TWEET VARIATION

Hi Ian, we would love for you to star us on Github. It's a great way to follow along with development of the database. <http://bit.ly/2jw5QdT>

No Attachments


01/17/2017 AT 5:10 PM

Results



Zoltan sent you a DM.

Thank you, but I was thinking to join the one in Europe. Are you going to organise it? Could not find yet any information about it.



Kim sent you a DM.

Thank you for the reminder, I just registered!



An aerial photograph of a city at sunset. The sun is low on the horizon, casting a warm, golden glow over the scene. In the foreground, a multi-lane highway interchange curves through the landscape. To the right, a dense residential area with numerous apartment buildings is visible. The background shows a hazy city skyline and distant hills. A semi-transparent orange banner is overlaid across the middle of the image, containing the title text.

ACCOUNT BASED MARKETING

Scott Sobers, VP ABM

TERADATA.

OUR APPROACH

Strategy: Account Based Marketing approach leveraging modern practices and technologies to evolve the role of marketing to reflect a stronger alignment with sales objectives and customer needs

Strategic Account Based Marketing

- Personalized & tailored approach

Segment Based Marketing

- Demand Generation Campaigns (Campaign selection based on contact & account criteria)

Ultimately, our ABM approach is to
“meet the customer where they are”

Strategic ABM

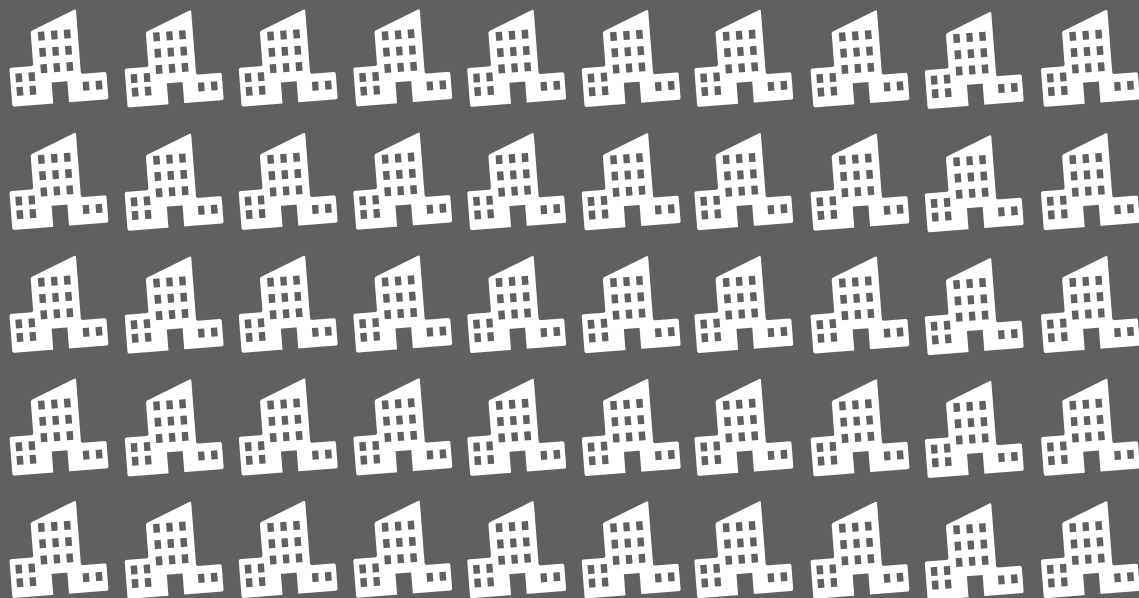
Segment Based
Marketing

Non-Target Accounts

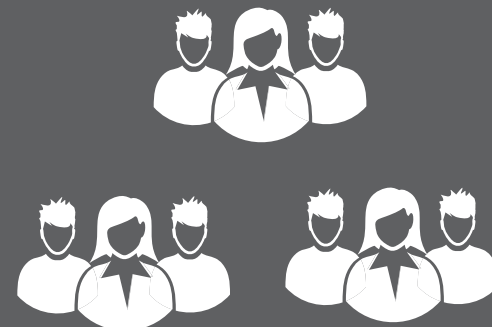
TERADATA

REALITY & FOCUS

Going from this...



...to...



...or this...



...is not easy!

TERADATA

1 GETTING STARTED – ABM STRATEGY

HOW did we decide who gets...

- One-to-One
- One-to-Few
- One-to-Many ABM?

WHO is involved?

HOW & WHEN did we scale?

PROCESSES and **TECHNOLOGY?**

WHAT are the expectations?

WHAT do we offer?

2

ABM PROGRAM DELIVERABLES

ABM Kit Tier A

- Market intelligence + third party reports
- Target contact audit
- Personalized account based digital marketing (banner ads, syndication)
- First of a kind, new and unique
- Customized collateral/collateral formatting
- Customized account focused campaigns
- Joint ABM Marketing Plan development

ABM Kit Tier B

- Market intelligence
- Target contact audit
- Targeted ABM solution focused digital marketing (banner ads, syndication)
- Packaged campaigns
- Collateral formatting and enhancement

3

EXAMPLES

ABM What's Working: Custom Content




The Data-Driven Consumer




The challenge in private beauty is operationalizing the capability to leverage data from social media, e-commerce and all of your channels to get a single consumer view and understand consumer behavior.


Understanding the Customer Journey— A Personalized and Contextualized Experience	Demand for more relevant, tailored shopping experience is on the rise. Unified comprehensive consumer data management is required in the future; retailers will need to adopt more sophisticated systems that use machine learning and artificial intelligence (AI) to understand customer journeys and increase consumer engagement.
Evolving Marketing and Consumer Loyalty	Engage in two-way conversations across multiple channels. Retailers aimed to apply sources of the data to sophisticated analytics to gain, protect and secure the loyalty and advocacy of the consumer. Marketing moves to personalized dialogues with consumers.
Fulfillment— Cracking the Final Mile	Fulfillment is a differentiator. Providing flexibility, maximum availability and innovation requires an accurate inventory forecast and view, better connected logistics and supply chain automation.

11

Unified Consumer Insights: Critical Success Factors

Harmonizing and reuse of data is critical to achieve the above success factors in understanding consumer behavior.

 <p>Must combine info from internal systems with multiple external data sources</p>	 <p>Must apply consumer behavior and market trends to product supply and replenishment</p>	 <p>Must leverage unified data to action alerts earlier in the process</p>
<p>Must possess Advanced Channel Intelligence</p>	<p>Must support rapid discovery analytics, measures, and actionable key metrics</p>	<p>Must have analytic culture that is pervasive, embrace data-driven process</p>
<p>Must be capable of extracting transactional level information into the ideal format</p>	<p>Must support consumer experience as the cornerstone</p>	<p>Must forecast and understand variability at flexible actionable levels of detail</p>
<p>Must have integrated Web Intelligence</p>	<p>Must have ability to integrate social and web sources with traditional supply data</p>	<p>Must be able to survey unstructured text</p>



20

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ABM What's Working: Web Personalization



United

TERADATA

SOLUTIONS INSIGHTS & CASE STUDIES OUR PARTNERS SUPPORT ABOUT CAREERS

Improving the Customer Journey Experience

Seamless Cross-Channel Purchase Journeys

Understanding Your Customer's Life Priorities

How does **Teradata** improve and deepen customer relationships? By anticipating and understanding their life priorities, and providing seamless, cross-channel purchase journeys. Turn customer data into insight, and then turn that insight into a new and improved Customer Journey Experience that better supports their needs and preferred interaction channels. At Teradata, our Customer Journey solutions and experience are helping leading financial institutions connect data, advanced analytics, and omnichannel interaction to improve and optimize the customer journey experience in real-time.

ABM What's Working Example: Direct Mail

Art of Analytics

How to create awareness and connect with key execs?

Take an old school approach, direct mail! Book mailing to targeted executives. [integrated approach, of course!]



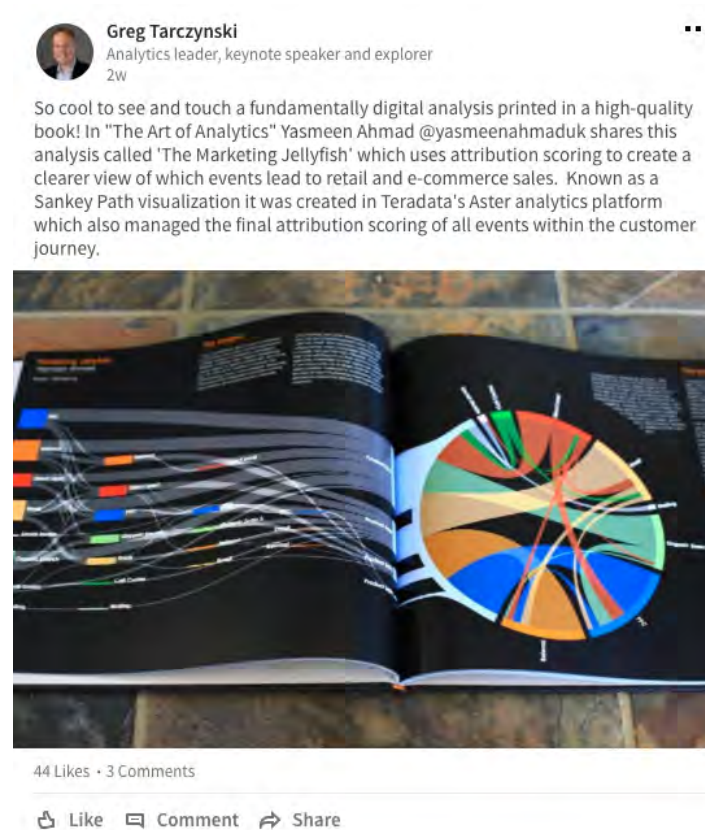
TERADATA.

ABM What's Working Example: Social

Social

Social post on LinkedIn: +2K in 2 weeks and 44 likes.

"Of the likes, one was from [name], an SVP @ XYZ company... there were 18 views from people at XYZ, and 11 views from ABC. And 62 views from people with the title CEO/Executive Director." – TD Consulting Director



TERADATA®



ABM in the Real World: **Leveraging Personalization To** **Get Results**

Chris Bondhus, Senior Director Demand Generation | @cbondhus

Rose Morabito, Digital Campaign Manager | @RoseMorabito_BC

AGENDA

- WHO IS BRIGHTCOVE
- ABM SEGMENTATION
- ABM CAMPAIGNS
- PERSONALIZATION EXAMPLES
- REPORTING

What Brightcove Does



LEADER BY ANY MEASURE

4500+

Customers in over 70 countries

1.3 B

Streams delivered per month

7.6 mm

Player loads per hour

1.7 mm

Video views per hour

FORRESTER®

“A leader in Online Video
Platforms for Sales &
Marketing”
Forrester

Gartner

“A Leader in Gartner’s
Magic Quadrant for
Enterprise Video Content
Management”
Gartner

FROST & SULLIVAN

2016 Marketing
Leadership Award for
Global Online Video
Platforms



Audience Choice –
Best Marketing
Technology



“Top Places to Work”
Boston Globe

glassdoor®

“Best Places to Work”
Glassdoor

ABM In Practice

Cut to The Chase...

THEN	NOW
100% Inbound	Hybrid
One-Size-Fits-All	Personalized
Lite Customer Marketing	Dedicated Effort
Reactive Pursuit	Proactive Pursuit
Fragmented	Aligned
0% of Pipeline	25% of Q2 Deals; 60% of Bookings

Key Elements of ABM Personalization

- Segmentation
 - Customers vs Prospects
 - Territories
 - Industries
 - Specialty Segments
 - Competitor Accounts
- Creative/Campaigns
 - Advertisements
 - Social Campaigns
 - Direct Mail
- Reporting
 - Google Analytics

In Practice

Google SEM Competitor LP

Last 7 Days

	Company Name	Pageviews ↓	Sessions ↓	Avg. Time on Page ↓	Exits ↓	Bounce Rate ↓	Users ↓	% Exit ↓	% New Sessions ↓
		91 % of Total: 0.04% (210,806)	85 % of Total: 0.05% (158,912)	00:03:05 Avg for View: (0.0279 (32.65%))	64 % of Total: 0.04% (158,829)	69.41% Avg for View: 79.73% (-12.94%)	82 % of Total: 0.07% (120,091)	70.33% Avg for View: 75.34% (-5.65%)	74.12% Avg for View: 67.16% (21.18%)
<input type="checkbox"/>	1. (Non-Company Visitor)	60 (65.93%)	55 (64.71%)	00:03:42	40 (62.50%)	65.45%	53 (64.63%)	66.67%	76.36%
<input type="checkbox"/>	2. Borden Chemical Inc	2 (2.20%)	2 (2.35%)	00:03:37	1 (1.56%)	50.00%	1 (1.22%)	50.00%	0.00%
<input type="checkbox"/>	3. Ill Association of School Boards	2 (2.20%)	1 (1.18%)	00:01:54	1 (1.56%)	0.00%	1 (1.22%)	50.00%	100.00%
<input type="checkbox"/>	4. Arealink Internet Services	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	5. Bitcentral Inc	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	0.00%
<input type="checkbox"/>	6. Cartel LLC	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	7. Comcast Business Class	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	8. Desjardins Financial Corporation	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	9. Dw Montgomery & Company	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	10. Eastward Capital Partners	1 (1.10%)	1 (1.18%)	00:00:21	0 (0.00%)	0.00%	1 (1.22%)	0.00%	100.00%
<input type="checkbox"/>	11. Encore Enterprises	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	12. ETR Associates	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	13. Gartner Inc	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	100.00%
<input type="checkbox"/>	14. Indiana University Purdue University Indianapolis	1 (1.10%)	1 (1.18%)	00:00:00	1 (1.56%)	100.00%	1 (1.22%)	100.00%	0.00%

Campaigns



Multi-Channel ABM Campaigns

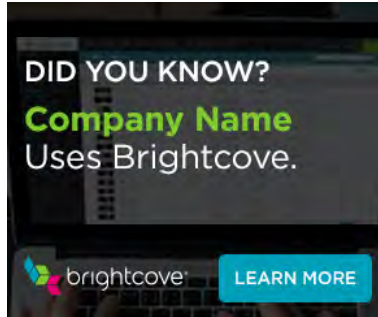


ABM Advertising

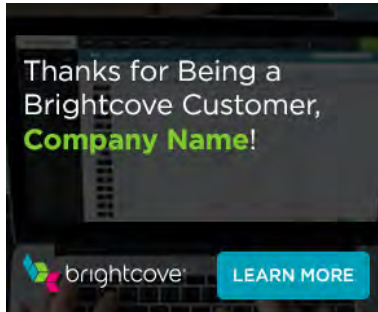
- Premium Accounts
- Two-Touch Campaigns
- A/B Testing

Customer Touch 1 Ads and LP

Banner A



Banner B



The landing page features a header with the Brightcove logo and a phone number dropdown menu. The main hero section has a background image of people using mobile devices and a text overlay: "Right now, someone at **your company** is using the Brightcove Video Platform to drive epic results." Below this is a section titled "Check out what Brightcove can **do for you.**" which contains three columns of services: Video Marketing, Enterprise Communications, and Live Streaming, each with a brief description and a "LEARN MORE" link.

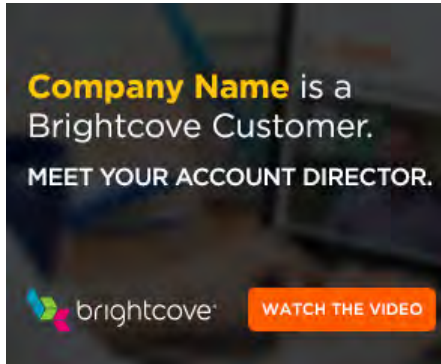
brightcove US +1 888 882 1880

Right now, someone at **your company** is using the Brightcove Video Platform to drive epic results.

Check out what Brightcove can **do for you.**

VIDEO MARKETING	ENTERPRISE COMMUNICATIONS	LIVE STREAMING
Increase Reach, Leads & Conversions to Grow Revenue	Educate and Engage Your Internal Audiences	Watch Engagement Skyrocket with Live Video Streaming
LEARN MORE	LEARN MORE	LEARN MORE

Customer Touch 2 Ads and LP

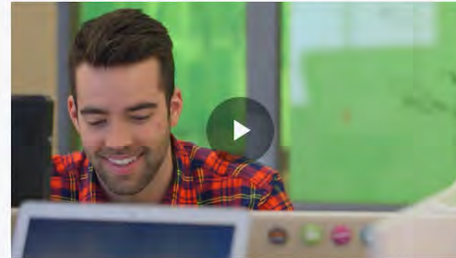


Thanks for Being a Customer, Your Company!

Brightcove appreciates your business and can help you use video more effectively. As a current customer, you benefit from an existing billing and contractual relationship. You also have a dedicated account director already familiar with your company and available to answer questions, help with onboarding, or brainstorm ideas.

Below is a short video of Company Name's account director. He is happy to discuss how to use video for marketing, training, internal communications or even live streaming. Watch it now!

Hi, I'm Dean.



MORE ABOUT ME

Favorite Brightcove Video:
[Creating Ingest Profiles](#)

Spirit Animal: Koala Bear

First Concert: 311

Fun Fact: I was in the Junior Olympics

[CONTACT ME](#)



Prospect Touch 1 Ads and LP

Banner

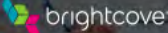
Successful **Industry Name Companies**
Do More with Video.

71% of Companies Plan to Increase Video Budgets. *Spend Wisely.*


 [SEE WHY](#)

Banner

Industry Name Firms Use Brightcove for Video Marketing, Live Streaming, and Enterprise Comms.




 [SEE HOW](#)









 US +1 888 882 1880

The **best companies** do more with video.

See how we can make video work harder for you.

 VIDEO MARKETING Increase Reach, Leads & Conversions to Grow Revenue LEARN MORE	 ENTERPRISE COMMUNICATIONS Educate and Engage Your Internal Audiences LEARN MORE	 LIVE STREAMING Watch Engagement Skyrocket with Live Video Streaming LEARN MORE
--	---	--

COMPANIES USING BRIGHTCOVE IN THEIR BLENDED VIDEO STRATEGY

Prospect Touch 2 Ad and LPs

Banner A

Your Competitors use Brightcove for Video Marketing, Live Streaming, & Enterprise Communications

See why the **Industry Name** **Industry** turns to Brightcove



SEE WHY

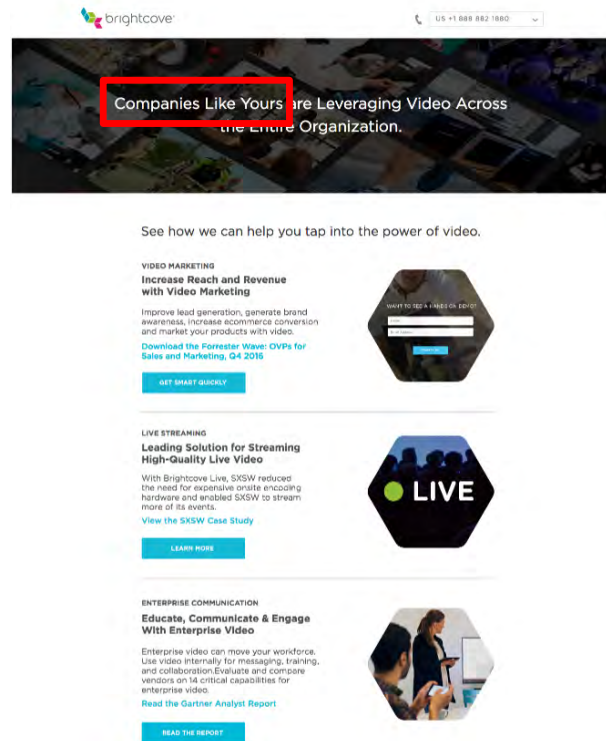
Banner B

THE WORLD IS WATCHING THE **INDUSTRY NAME INDUSTRY.**

Use Brightcove for Video Marketing, Live Streaming, & Enterprise Communications



SEE WHY



The image shows a screenshot of the Brightcove website. At the top, there is a navigation bar with the Brightcove logo and a phone number. Below this is a large hero section with a dark background and a red box highlighting the text "Companies Like Yours are Leveraging Video Across the Entire Organization." Below the hero section, there is a section titled "See how we can help you tap into the power of video." This section is divided into three columns, each with a heading, a brief description, and a call-to-action button. The first column is for "VIDEO MARKETING", the second for "LIVE STREAMING", and the third for "ENTERPRISE COMMUNICATION". Each column also features a small image or icon related to the topic.

Companies Like Yours are Leveraging Video Across the Entire Organization.

See how we can help you tap into the power of video.

VIDEO MARKETING
Increase Reach and Revenue with Video Marketing

Improve lead generation, generate brand awareness, increase ecommerce conversion and market your products with video.

[Download the Forrester Wave: DVPs for Sales and Marketing, Q4 2015](#)

GET START QUICKLY

LIVE STREAMING
Leading Solution for Streaming High-Quality Live Video

With Brightcove Live, SXSW reduced the need for expensive on-site encoding hardware and enabled SXSW to stream more of its events.

[View the SXSW Case Study](#)

LEARN MORE

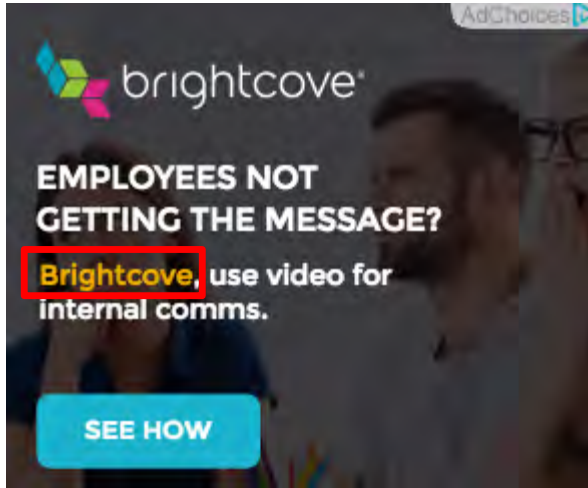
ENTERPRISE COMMUNICATION
Educate, Communicate & Engage With Enterprise Video

Enterprise video can move your workforce. Use video internally for messaging, training, and collaboration. Evaluate and compare vendors on 14 critical capabilities for enterprise video.

[Read the Gartner Analyst Report](#)

READ THE REPORT

Franchise Touch 1



Delivering More Than Coffee: How Dunkin' Brands Uses Video to Reach 2,000 Franchisees Around the Globe

SEPTEMBER 28, 2016 BY JOANNE ALIBER | BRIGHTCOVE



Dunkin' Brands uses video as an essential tool in communicating with its 2,000 Dunkin' Donuts and Baskin-Robbins brands franchisees. America runs on Dunkin' - which keeps franchisees, often with multiple store locations dispersed around the globe, a very busy lot.

While each franchisee is unique, Dunkin' Brands finds video to be an important way to articulate and educate about a particular program or initiative. Consistency is a huge part of the business, and video is more than just another way to help drive that home. With video, the company is able to personalize the relationship franchisees have with Dunkin' Brands' CEO, Nigel Travis, while also giving effective instructional and explanations about new equipment. Video also allows Dunkin' Brands to tailor content for franchise owners, crew members, and managers, on a wide variety of platforms.

With a sharp focus on the bottom line for its franchisees, Dunkin' Brands is able to see an increased level



ABOUT THE AUTHOR Joanne Aliber

Joanne Aliber is Director of Marketing at Brightcove where she oversees all things related to Brightcove's customer VIP program. The VIP program recognizes Brightcove's customers' successes in applying cutting-edge video technologies and expertise in their businesses. Joanne partners with both media and digital marketing customers to showcase their expertise using video.

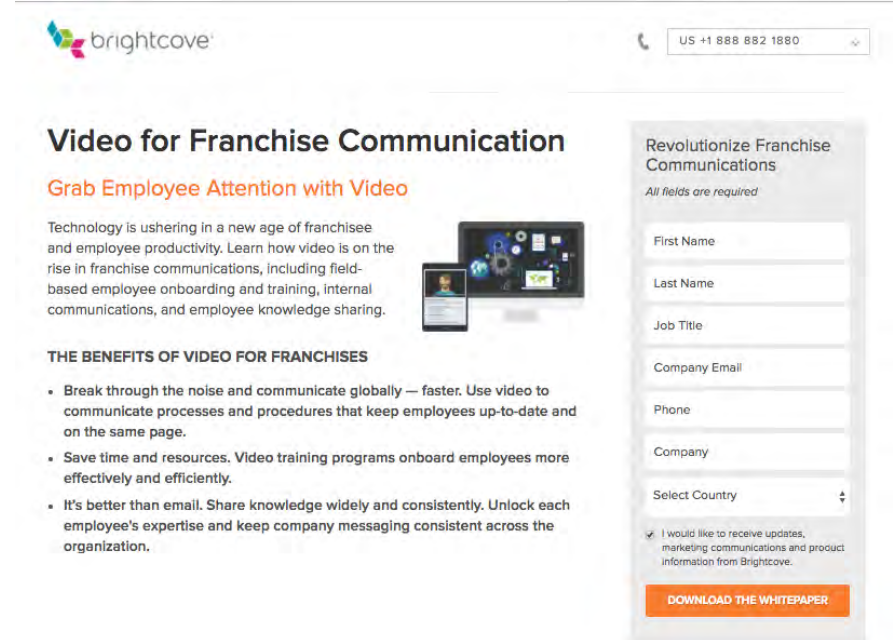
@joaliber

Get Brightcove's blog direct to your inbox.

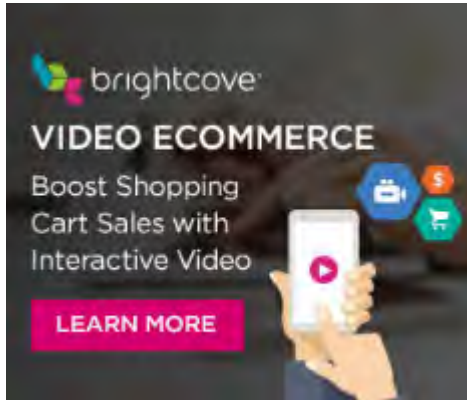
Email Address


SUBSCRIBE TODAY

Franchise Touch 2



eCommerce






US +1 888 882 1880

Video for eCommerce

How Video Can Boost Sales, Enrich Customer Experiences and Accelerate Your Buyer's Journey

Did you know 77% of consumers say they've been convinced to buy a product or service by watching a video?¹ Yet, video is still underutilized in eCommerce. Video can do more than just drive awareness. Video delivers excellent customer experiences and advances the buyer's journey by allowing buyers to understand how a product looks, moves, and behaves.



IN THIS EBOOK, YOU'LL LEARN HOW TO:

- Integrate video into website optimization, social media, email, and landing pages
- Utilize emerging trends like multi-screening, live streaming, interactive shoppable video, and personalization
- Lower cart abandonment rates and increase cart size with a better experience
- Adapt video to fit any point of the buyer's journey—even post-purchase

Connect with your consumers through video, download our eBook today.

1. "Video Marketing Statistics 2016," Wyzowl. Retrieved 2016.

Sell More Online

All fields are required

☐ I would like to receive updates, marketing communications and product information from Brightcove.

I WANT ECOMM TIPS

Advertising Results

Campaign	Net New Companies	Lifted %
Customers	193	78%
Prospects	241	83%
Franchise	20	77%

ABM ADVERTISING RESULTS

1H 2017	
Impressions	10,762,439
Companies Targeted	374
Clicks	4,015
CTR	.06%
Page Views	10,000

↑ LIFTED COMPANIES

299

Lifted companies

195

Net new companies

104

More engaged companies

299

Total lifted (80% of targeted)

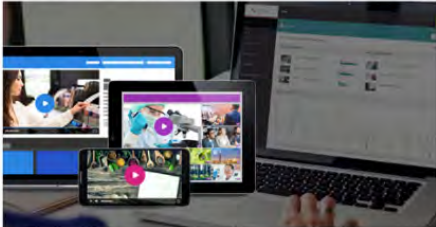
Video and ABM on Social

- Target Accounts Only
- Events Targeting
- FB Demographics Profiles

VMS Trial Ad

Brightcove
Sponsored · Like Page

Video marketing without breaking the bank. The Brightcove Video Marketing Suite starts at \$199/month. Start your free month trial today.



Video Marketing Suite | \$199/month
Brightcove Video Marketing Suite starts at \$199/month. Start your free month trial today.
BRIGHTCOVE.COM


29 Likes · 1 Comment

Like Comment Share

Brightcove Inc.

Brightcove
Sponsored · Like Page

Experiences Matter | Create Video Magic



Create Video Experiences with Brightcove at Content Marketing World - Booth 45
as business use of video surges to meet consumer expectations, how does the savvy enterprise stand apart and utilize video to surprise and delight prospects...
BRIGHTCOVE.COM

Brightcove
Sponsored · Like · Comment · Share

As athenaHealth's Brightcove Account Director, my job is to help you and your team meet your business goals and get the most from Brightcove.




Schedule a quick call with me to learn about your video initiatives and discuss how I can help.
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ABM Facebook Campaign Results

Campaign Name	Impressions	Results	Reach	Cost per Results	Amount Spent (USD)	People Taking Action	Post Engagement
VMS Trial	508,775	12,500	130,371	0.371917	\$4,648.96	1,075	1,098
Meet Chris	101,658	2,940	31,789	0.113922	\$334.93	222	227
Meet Corey	91,209	3,490	37,810	0.096298	\$336.08	172	170
Meet Patrick	67,165	2,360	22,288	0.14211	\$335.38	116	115
Neil [REDACTED]	50,822	750	4,383	0.588347	\$441.26	132	160
Meet Brian	45,689	1,220	9,458	0.275525	\$336.14	49	49
Neil [REDACTED]	41,206	710	3,994	0.621352	\$441.16	191	220
Chris [REDACTED]	30,402	850	5,616	0.267576	\$227.44	78	75
Neil [REDACTED]	30,145	310	1,498	1.420645	\$440.40	57	59
Neil a [REDACTED]	28,539	430	2,335	1.024047	\$440.34	95	95
Chris [REDACTED]	23,228	690	4,404	0.329246	\$227.18	90	94

Meet your AM Email

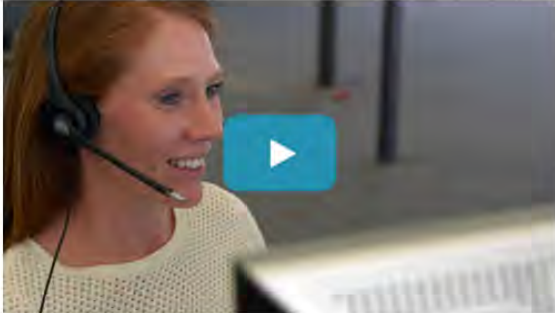
- Open Rate: 224%
- Unique Open Rate: 38%
- CTR: 16%
- Click to Open: 20%



Hi Rose,

As your Brightcove account manager, my job is to help you and your team meet your business goals and get the most from Brightcove.

I am sending the **short video** below to share a little bit more about me. I would love to schedule a quick call with your team to learn about your video initiatives and discuss how I can help. Please let me know a time that works for you this week.



If you have any questions, don't hesitate to reach out to me. My full contact details are listed below.

Thanks,
Tara

Tara Ryan
Senior Account Manager
Brightcove Inc. www.brightcove.com
290 Congress Street, 4th Floor Boston MA 02210
P: 617-245-5070

Landing Page: Meet your AM

- 56 Second Video
- Warms the relationship
- Adds personality to a name
- Avg Time Spent on Page **8:27** Minutes
- Avg Engagement Rate Over 80%

219 Responses
86 Meetings
\$200K + in Pipe



IF A PICTURE IS WORTH A
THOUSAND WORDS, A VIDEO IS
WORTH A THOUSAND PICTURES

Shane, did you know Acme's already invested
in a corporate video strategy that you can use?




DIRECT MAIL & MICROSITE

1,000 pieces mailed to current accounts



GOT THE PICTURE?

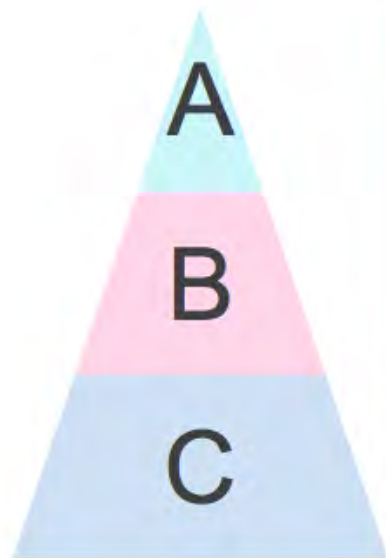
Harness the power of a thousand pictures in every video by using Brightcove. We help more than 4700 customers in over 70 countries achieve success with video.



Click on the video to expand

Shane	Foster	Acme
Phone	Email	SUBMIT >

Account Pyramid

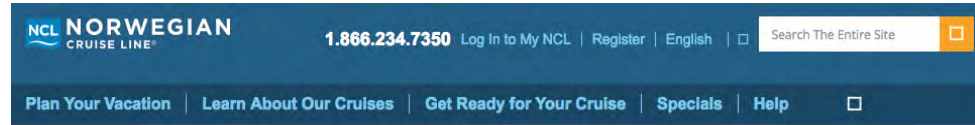


Personaliz. Advertising	Retargeting	Email Nurture	High Value Workshop	Regional Events	Account Webinar	Webinar	Social Media Ads	POCs	SDR Call blitz	Content Syndication	Programm. Advertising	Video
X	X	X	X	X	X	X	X	X	X	X	X	X
X	X	X		X		X	X			X	X	X
	X	X				X				X	X	X

POCs Priority Accounts

- Top of the pyramid accounts for each sales territory
- Proof of Concept Mock Ups
- Personalized Emails to various roles at each company

<https://www.youtube.com/user/NCLFrees>
tyle



DESTINATIONS EXPLORE THE CARIBBEAN WITH NORWEGIAN CRUISE LINE

Discover the Caribbean with Norwegian Cruise Line. Norwegian is the only cruise line in the Caribbean offering Freestyle Cruising from 5 embarkation ports with unique itineraries in the Eastern, Western & Southern Caribbean. Freestyle Cruising pai...

Share:



CATEGORIES

DESTINATIONS

NORWEGIAN ESCAPE

NORWEGIAN ORIGINALS

NORWEGIAN CRUISE LINE
LATIN AMERICA

NORWEGIAN CRUISE LINE
AUSTRALIA

2017 FEEL FREE CAMPAIGNS

Destinations

1-7 of 7



Explore the Caribbean with
Norwegian Cruise Line



Hawaii with Norwegian Cruise Line



Discover Europe with Norwegian
Cruise Line

Google Analytics and SDR Outreach

Assigned To [Hunter Bolling](#)

Type Sent email

Subject Email: Internal Communications has never been easier....

Priority Normal

Due Date 8/20/2017

Additional To: [\[redacted\]@splunk.com](#)
CC:
BCC:
Attachment: 7xnMHSK9Zv5CmP-8ayno42nDHFYIjk597lccow0Lko=

Subject: Internal Communications has never been easier....
Body:
Hi Sendur,

I'm Hunter Bolling, an Online Video Consultant with Brightcove- helping businesses grow their video strategies as prospects and employees look to digital assets to consume information.

Wanted to connect with you around Splunk's internal communications strategy. As technology and digital communications continues to advance, businesses and enterprises must adapt to the most effective ways to interact with their employees.

Thought you might find the below infographic very interesting...

What is your availability to connect either Tuesday or Thursday at 9:30am or 11:00am PST to discuss how you can improve Splunk's internal communications strategy?

Best,
Hunter

Hunter Bolling
Online Video Consultant
290 Congress St., 4th Floor, Boston, MA 02110

P: 617-299-8590 (tel:617-299-8590)

BRIGHTCOVE INC. (NASDAQ: BCOV), is a leading global provider of powerful cloud solutions for delivering and monetizing video across connected devices.

#								
#	All www.brightcove.com and zencoder.com subdomains							
#	West Territory - Demandbase Account Report							
#	20170820-20170820							
#								
Company Name	Account Owner	Account Stage	Landing Page	Source	Sessions	Pageviews	Pages / Session	Bounce Rate
Agilent Technologies	Kara Spangler	Qualifying	ag.brightcove.com/en-us/about-the-company		1	1	1	100.00%
Agilent Technologies	Kara Spangler	Qualifying	www.brightcove.com/broadcastglobal.com		1	1	1	100.00%
Apple Inc.	Kara Spangler	Customer	go.brightcove.com/? (direct)		1	1	1	100.00%
Automatic Inc.	Hunter Bolling	Response	www.brightcove.com (direct)		1	1	1	100.00%
First Republic Bank	Kara Spangler	Response	www.brightcove.com google		1	3	3	0.00%
General Communcie	Kara Spangler	SAL	www.brightcove.com (direct)		1	1	1	100.00%
Integra Telecom Inc	Kara Spangler	Response	www.brightcove.com google		1	1	1	0.00%
Microsoft Corporation	Kara Spangler	Buyer	www.brightcove.com/realpage.com		1	1	1	100.00%
Occidental Petroleum	Kara Spangler	Customer	www.brightcove.com (direct)		1	2	2	0.00%
Splunk Inc	Kara Spangler	Qualifying	register.brightcove.com Adroll		1	4	4	0.00%

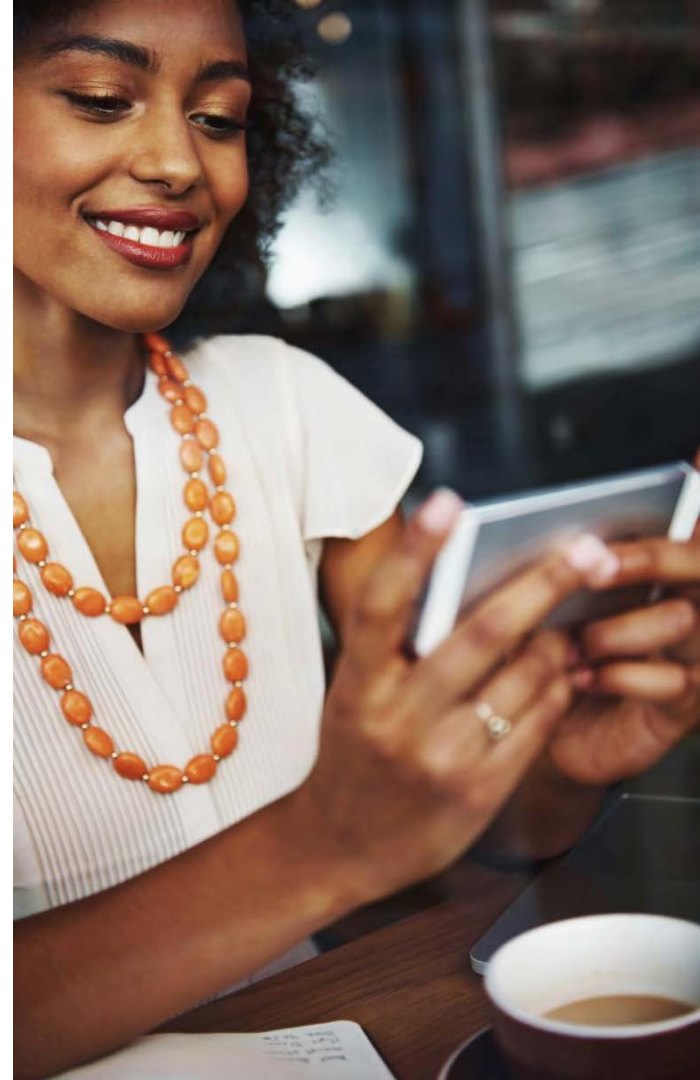
Do's and Don'ts of Campaigns

DO

- Segment and Personalize
- Take a multi-channel approach
- Test and Experiment
- Measure

DON'T

- Stop inbound efforts
- Boil the ocean
- Rush to judgment
- Forget sales



Final Thoughts

BE
ALIGNED

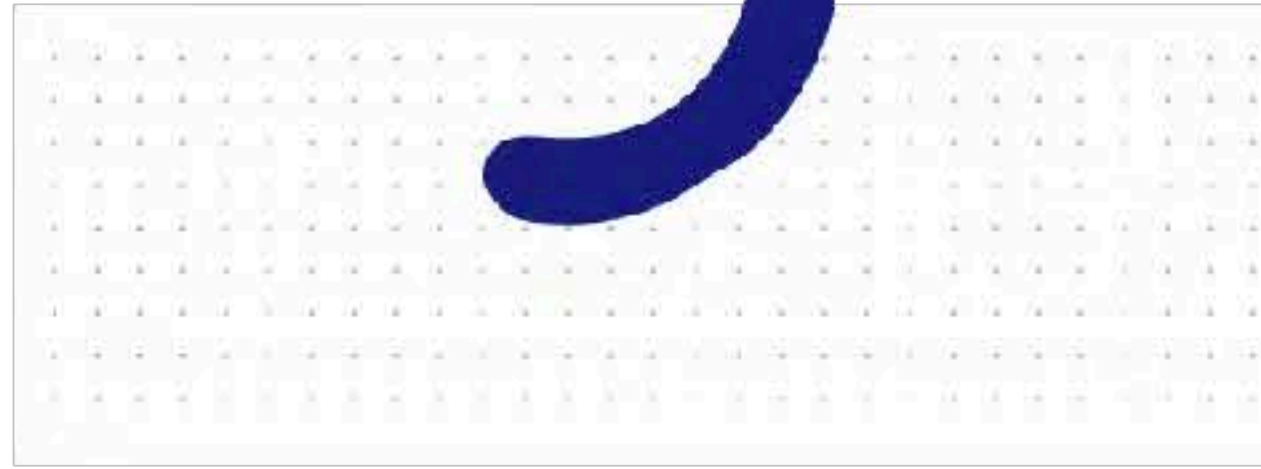
BE
PATIENT

BE
CREATIVE

BE
STRATEGIC

Use Video 😊

Thank You!



Amy Holtzman, VP of Marketing

Partnering with Sales for ABM Success

splash



A little about me.

 @Demandmarketer





Top 10 Reasons I've Heard From Real People I've Worked With to Not Try Account-Based Marketing

10. What we're doing is working. (But it wasn't)
9. It's hard.
8. It's not scalable.
7. My team already prospects and runs deal cycles a certain way and won't change.
6. Just because it's a big buzz word doesn't mean it's right for us.



Top 10 Reasons I've Heard From Real People I've Worked With to Not Try Account-Based Marketing

5. The only way to get more big deals with top accounts is to hire more sales people.
4. What you're proposing creates a lot of work for my team.
3. It's ineffective to target a small set of accounts when our market is so big.
2. You can do that, but you can't touch any accounts or contacts already in the database.
1. Marketing should worry about marketing, sales should worry about sales.



Getting Sales Onboard

Bringing an account-based approach to Conductor

A little about Conductor.



SEO & Content Marketing Platform



Used by mid-market and enterprise companies that have a key online conversion event



Product is stickiest with multiple users / people who benefit from the data - SEOs, Content Marketers, Digital Marketers, Marketing Exec engagement



Very typical B2B SaaS sales structure and demand approach



Sales cycle is ~6 mo

Bringing an account-based approach to Conductor

The need.



2014 move from a point-solution for SEO to a comprehensive content platform



Traditional demand model was effective at attracting SEOs, but they often didn't have the authority to purchase a platform



Hard to reach the multiple stakeholders necessary for purchase - and they usually didn't come from inbound

The Challenge.

Our product *helped marketers improve inbound marketing*, so company leadership was understandably resistant to focusing on ABM / outbound.

Bringing an account-based approach to Conductor

Getting approval for the first campaign.



Persistence for more than a year.



Committing to a pilot program that wouldn't take away from other plans.



Marketing agreeing to the bulk of the responsibility and making the first campaign incredibly easy on BDR and Sales.



Manually executing without adding to budget or tech stack.



Not launching other ABM campaigns until effectiveness was proven.

The first campaign

Internet Retailer 500 campaign for the upcoming holiday season.

- **Campaign:** Jingle All the Way to the Top of Organic Results
- **Audience:** Internet Retailer 500 accounts - approved by sales
- **Criteria:** Had to have at least 4 stakeholders

Marketing Responsibilities

- Campaign ideation
- All campaign planning
- Verifying and adding accounts in SFDC
- All contact discovery
- Content creation
- Competitive report per account
- Scripting calls
- Automating personal outreach
- Sending marketing outreach
- Stuffing and mailing mail kits
- Educating, updating, reporting

Sales Responsibilities

- Vetoing accounts and contacts
- Making calls (BDRs)

Bringing an account-based approach to Conductor

Success.

- ✓ Within 2 months, closed one of the biggest retailers in the US - at 4X the avg deal size
- ✓ Generated ~30 opportunities and won 4 more deals (also larger than normal deal sizes)
- ✓ Sales, sales leadership and company leadership were begging for more ABM
- ✓ ABM became an important part of our marketing and sales approach
- ✓ Sales shared the responsibilities with marketing
- ✓ Budget/support for automating parts of ABM

Marketing Responsibilities

- Campaign ideation
- Campaign planning
- Negotiating criteria for accounts
- Negotiating criteria for contacts
- Content creation
- Organizing competitive reports
- Scripting calls
- Sending marketing outreach
- Working with mail house
- Educating, updating, reporting

Sales Responsibilities

- Campaign ideation participation
- Campaign planning participation
- Identifying accounts
- Contact discovery (BDRs)
- Support with messaging
- Reviewing competitive reports
- Making calls
- Real personal outreach emails
- Consistent updates and feedback

New Company / New Challenges

A little about Splash.



Bigger market of companies to sell into - any company that throws events!



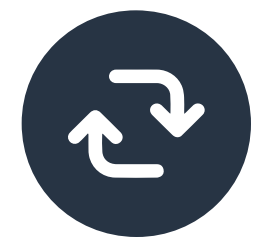
Selling into more than one department - marketing, HR/recruiting, sales, community/user groups.



Sales & BDR already on an ICP outbound strategy (yay!).







We have an insane amount of inbound from our freemium product + website leads.



Sales & BDR are begging marketing to get to ABM.

The Opportunity for ABM.

-  Inbound has and will continue to carry us far - but we can't rely on it for reaching all accounts or buying roles.
-  ABM will be critical to capture the attention of ICPs not coming to us through inbound.
-  ABM will support expansion into new divisions and departments of customer accounts.
-  As we expand offerings, ABM will support our growth to new territories and for new use cases.

**TOP
TEN**

Tips for Partnering with Sales for Your First ABM Campaign

10. Start slowly - you can't move to all ABM overnight.
9. Be willing to take on more work than you think marketing should for your first campaign.
8. Over communicate - Continually educate and inform sales of the campaign plan and progress.
7. Before launch, find a few allies on sales that believe in the cause.
6. Admit defeats. Not everything will work - You're proving the value of new approach, not single tactic in it.

TOP TEN

Tips for Partnering with Sales for Your First ABM Campaign

5. Honor sales' requests to not include certain accounts or contacts.
4. Be transparent and frequent with reporting - provide a dashboard to show what's happening and be prepared to report early and often.
3. Agree on what success looks like ahead of launch.
2. Share the credit for success. It may have been your idea and your campaign, but it's not successful without their support.
1. Plan around their busy times - there's nothing worse than a tone-deaf marketer trying to get buy-in or launch at the end of a quarter.

Thank you.

amy@splashthat.com



Broadening and Deepening Account-Based Marketing at SAP

September 12, 2017

It's All About Customer Experience



“72% of CEOs believe their industries will transform more in the next 3 years than in the past 50.” – *Forbes Insights, 2016 Global CEO Outlook*

“70% of buying experiences are based on how the customer feels they are being treated.” – McKinsey

“87% of companies say ABM delivers higher ROI than other types of marketing.” – ITsMA and ABM Leadership Alliance Survey

Back to the Beginning...

Uncoordinated marketing activities with sub-optimized customer experience

- Reactive based on sales requests
- Inability to measure results by account
- Very limited best practice sharing
- Strong focus on physical events
- No common methodology/training



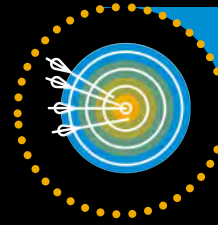
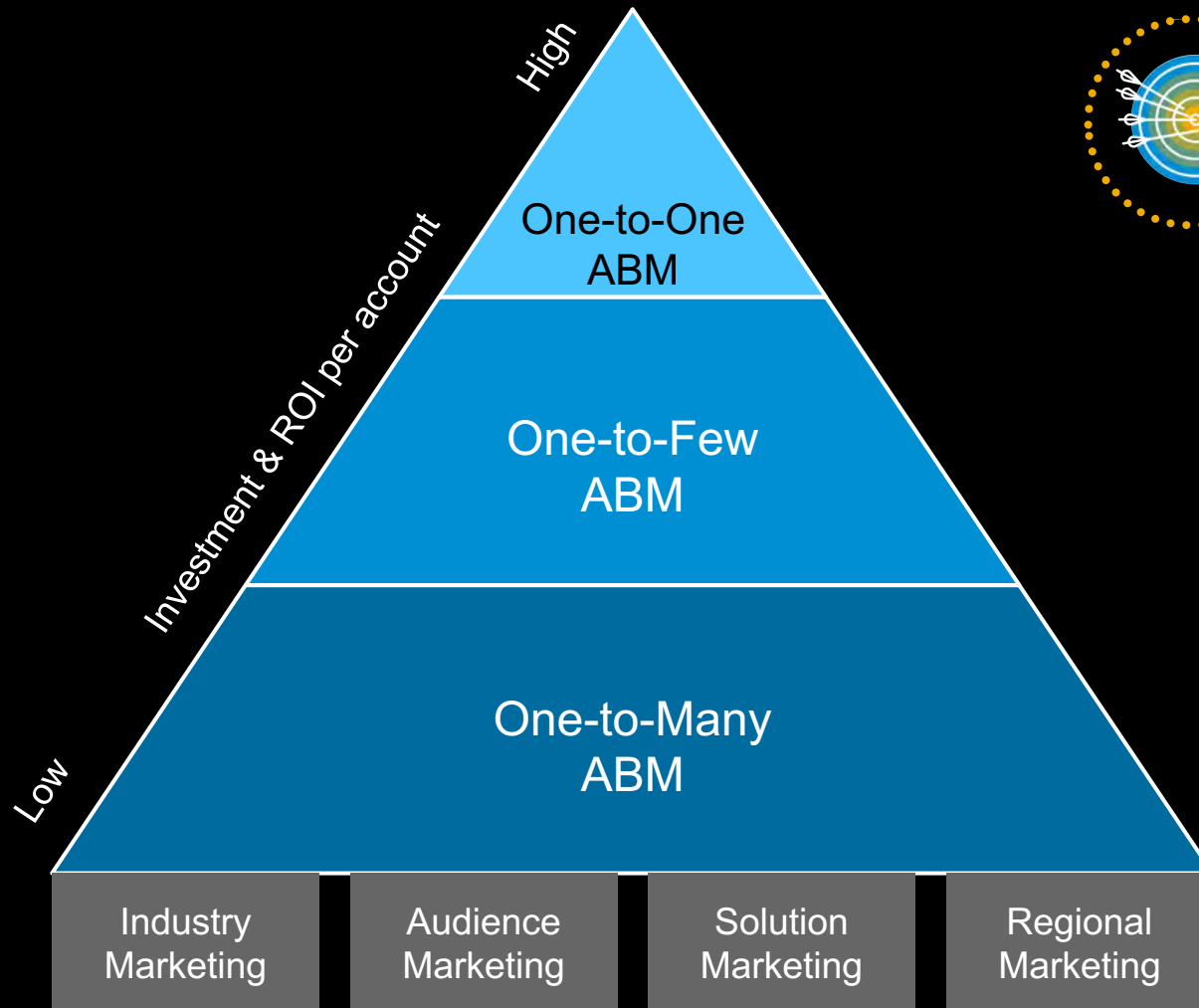


ENTER ABM

One size does not fit all



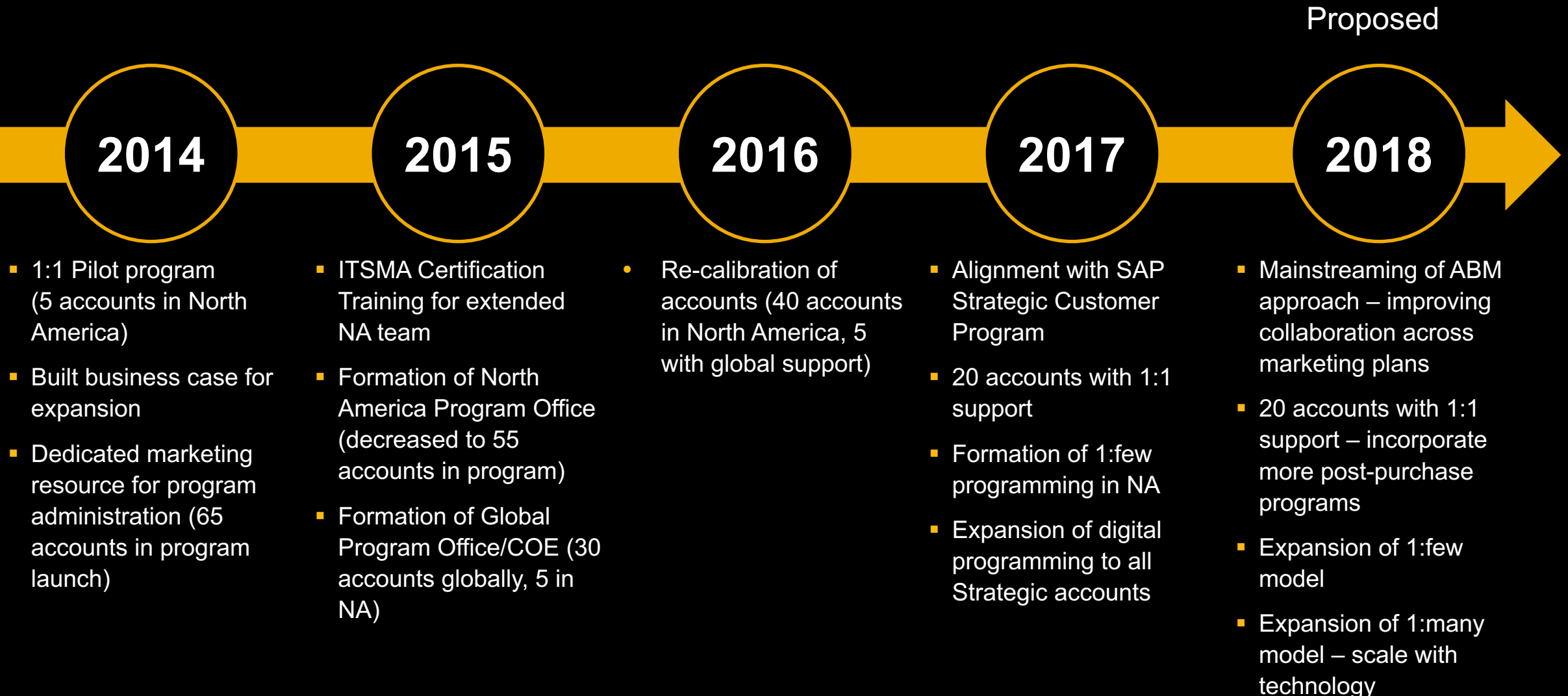
Marketing at SAP – How We Reach Our Customers



Account Based Marketing at SAP

- Improve customer experience for our top accounts through developing targeted 1:1 marketing and communications programs – WITH them
- Develop targeted 1:few programming to support top strategic customers facing similar challenges
- Share learnings from direct customer engagements to drive successes throughout other customer segments

The Account-Based Marketing Journey at SAP



Moving Beyond Demand Generation: 1:1 Plan Highlights



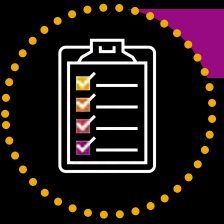
Loyalty and Advocacy

"We are a small communications team that appreciates SAP's help and resources, but more importantly, we want to embrace the expertise of the SAP brand." – SAP Customer



Strategic Partnering – Reference Building

"We must position our Industrial Retail Strategy & Live Factory as competitive advantages . . . we must fully document and extend our strategy - first to our leaders, but then to our entire organization as well as our customers. We believe Leonardo will get us there." – SAP Customer



Building Communities of Practice

"Translating learning into action offers competitive advantage." – SAP Customer

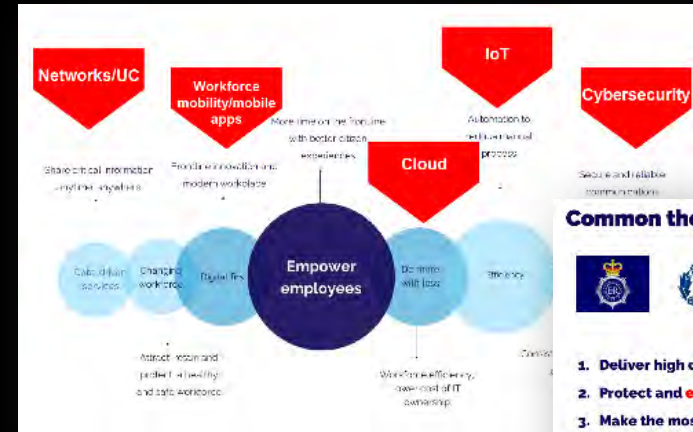
Broadening and Deepening ABM Programs

- Hybrid staffing of accounts and plans
 - Dedicated and part-time resources
- Creation of 1:few model
- Scaling digital programming/personalization across all strategic accounts in North America
- Program office team support of ASAP program (Acceleration programming for top 2H deals)
- Solution-focused account-based regional pipeline acceleration



One-to-Few Approach (Industry)

- Identify accounts
- Build “clusters” of account including context
- Define set of key messages
- Build toolkit for each account (10-15% personalization)
- Execute through extended account team and executive stakeholders



Common themes across our 5 accounts



1. Deliver high quality public services **safely, securely and sustainably**
2. Protect and **empower employees** for maximum productivity and job satisfaction
3. Make the most of **shrinking budgets** in a **complex climate** (economy, demographic change, terrorism and cyber security threats)
4. Enable **cultural change and information sharing** through technology innovation in a 'fluid world' - including cloud, mobile working and shared services

Single minded proposition

"Vodafone is a trusted and strategic partner that empowers employees for a 'Ready Britain' - releasing **human potential** through the provision and support of all your unified communications infrastructure"

Mobile and Connected Empower your employees to take the action they need or make decisions wherever they are. A whole workforce connected and informed.	Efficient Reduce redundancies. Use time spent on administration, assisting your employees to do the job they signed up for.	Modern Take your employees and processes to the 21 st century by introducing bleeding edge technology from a trustworthy partner.	Safe and Sustainable Upgrade your employees with durable and sustainable tools designed for the kind of lifestyle your employees have, as well as an aid to their	Cost effective Produce value while keeping an eye on your expenditure with a solution that makes the most out of shrinking budgets.
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Manchester Airport - use case

The Insight

My day as Aviation Security Officer is very busy, especially with the number of customers constantly increasing. I don't know what is going to happen on a day to day basis, that is how challenging the job can be. Teamwork is fundamental and so is Information: We need to be a well-oiled machine in order to make our customers' trip smooth and safe.

The strategy

Empower the airport's staff to perform at a level we've never known before by boosting their digital capabilities to enhance security and increasing

The Proposition

Vodafone releases the human potential of every employee by introducing bleeding-edge passenger flow management technology. Such solution would provide the airport staff with a clear overview of the customers' movements, including clusters and bottlenecks, simplifying the implementation of traffic management strategies while keeping passengers' satisfaction high.



Go-Ahead - use case

The Insight

I believe I am a very careful and skilled bus driver, but nowadays this is not enough anymore. Every day there is a new Uber-like company popping up taking our passengers, whilst we keep arriving late to destinations. We are becoming obsolete. We need to level-up our technology to become competitive once again.

The strategy

Empower the Go-Ahead staff to perform at a level we've never known before by evolving them into a digital fleet.

The Proposition

Vodafone releases the human potential of every employee by digitallising every vehicle and making it a source of information in an integrated network of people and things.



One-to-Few Approach (Audience)

Objective: Identify and Launch an ABM program focused on LOB targets at multiple SCP accounts

Audience: Selected HR LOB based on importance to SCP account objectives

Targets: Partnered with HR LoB marketing; surveyed accounts; established five (5) top accounts for trial

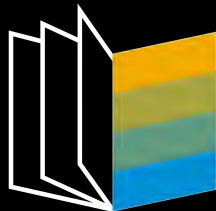
Program: Initiated a three-phase account research and personalized asset development program

..... Phases & Timeline

Account Selection
(March-April)



Research & CHRO Profiles
(April-May)



ID Theme, Asset Review
(June-July)

Messaging “wrapper” to align with the cluster messaging

Existing HR Content

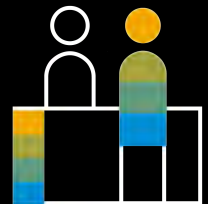


Account Research

Personalized, interactive asset
(August)



Customer Engagement
(September)



Target Account Marketing (TAM)

Business Objective

- Targeted Marketing Programming for Priority Account Sets to Drive More Pipeline and Close More Revenue

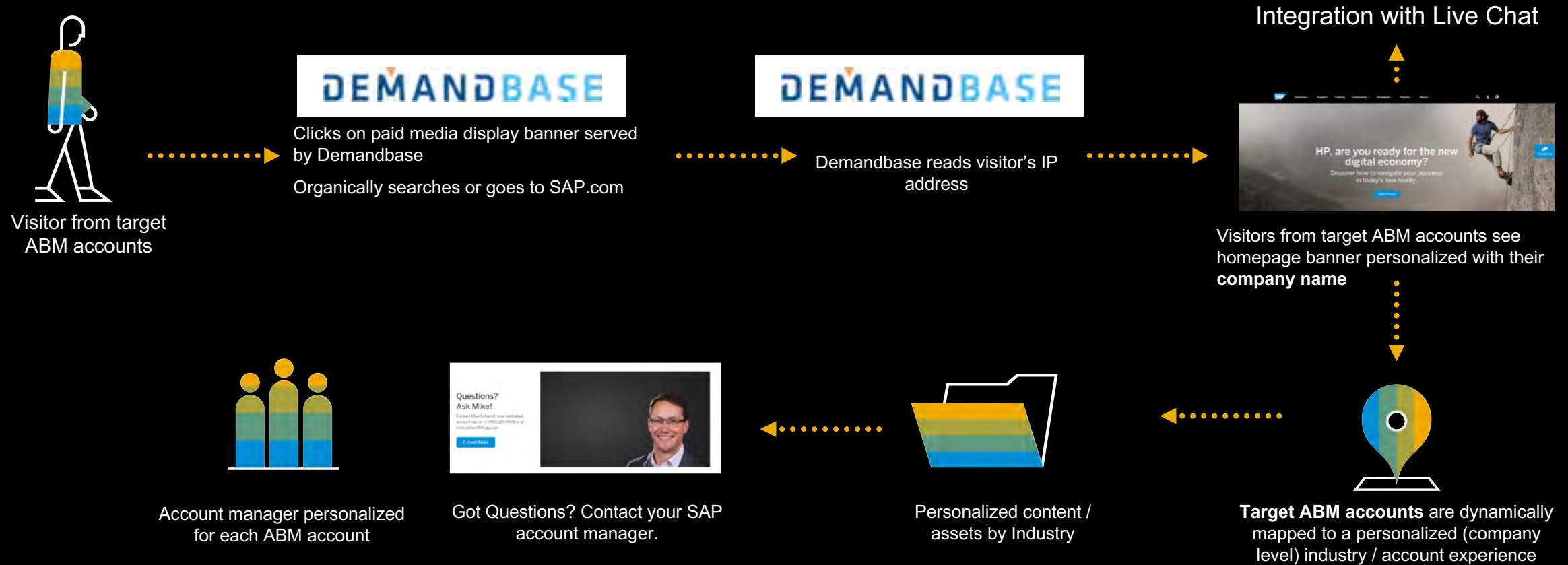
Results

- Top of Funnel: 5x customer engagement (marketing touches)
- Conversion: Higher lead rates (up to 50% improvement)
- Mid to Bottom Funnel: Larger opportunity and revenue values (> 25%)

Analytics + Account insights + Targeted Marketing Engagement = Increased Success



SAP Digital ABM Program



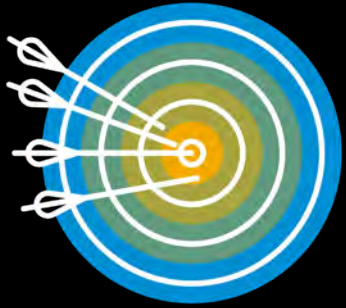
Initial Results

Overall **CTR of 4.5%** (2x SAP.com avg)
Overall **CTR Lift of 623.3%**

Overall engagement count per visitor as high as **6.1** compared to 3.3 for benchmark

More than \$100M pipeline touched

ABM Impact



ABM accounts have outperformed non-ABM accounts in pipeline conversion by **63%**.



In dollar values, ABM accounts have closed **19%** more touched pipeline than non-ABM accounts.



ABM accounts closed **12%** faster (on average) than non-ABM accounts.

Lessons Learned and Go Forward Plan

Lessons learned:

- Change can not be avoided - adapt
- Continual education process and best practice sharing
- Trial and error at an account (and account group) level
- Scaling remains a challenge – look for areas to scale leveraging technology

Next steps:

- Continue to refine measurement processes
- Refine and improve “what’s working”
- Share and learn with global organization



When in doubt, connect

That's what fast-growing, important organizations do.

Making stuff is great.

Making connections is even better.

From "Seth Godin's Blog on marketing, tribes and respect."

QUESTIONS?

@amylccraven
in/amycraven

