


A blurred, long-exposure photograph of a city street with modern buildings and a clear sky, creating a sense of motion and urban environment.

# ABM Accelerator Program

D&B Lattice





“WITH ACCOUNT-CENTRIC PROGRAMS AND PROCESSES,  
WE’RE ABLE TO NOW MEASURE INFLUENCE ALL THE WAY  
FROM THE START OF A MARKETING CAMPAIGN  
THROUGH THE SALES ENGAGEMENT,  
AND DETERMINE HOW MANY DOLLARS IT  
ADDED TO THE BOTTOM LINE.  
ANY HEAD OF A COMPANY WOULD AGREE,  
PROGRAMS THAT PROVIDE THIS KIND OF  
REVENUE IMPACT ARE AN INCREDIBLY VALUABLE  
INVESTMENT OF TIME AND RESOURCES.”

**Shashi Upadhyay**  
CEO, Lattice Engines



**Account Selection  
& Prioritization**



**Complementary  
Solution Campaigns**



**Competitive  
Take-Out Campaigns**



**Account-Engagement  
Sales Triggers**



**Cross-Sell Campaigns**



**Target Account Universe  
Expansion**



**Events for Low Engagement  
Accounts**



**Intent-Driven  
Direct Mail**



# ACCOUNT SELECTION & PRIORITIZATION

## **What is it:**

Account selection and prioritization comes down to the WHO. Companies use predictive to identify a series of attributes that determine what type of account is most likely to buy.

Examples of attributes include financial data, the type of technologies a company uses behind the firewall, to website activity and more.

“IT’S ABOUT ACTUALLY ACQUIRING NEW LEADS  
WHERE YOU CAN CONTINUE TO TARGET IN THE FUTURE AND  
WHERE THOSE MESSAGES ARE KIND OF BEST RESONATING.  
LATTICE IS CONSTANTLY STRIVING TO PUSH  
THAT BARRIER OF WHERE PREDICTIVE CAN GO.”

**Troy Perry**

Marketing Operations Manager,  
MuleSoft

### **Why you need it:**

The key is to prioritize these target accounts and treat them differently based on who they are and how likely they are to purchase! Lattice fast-tracks this selection by using predictive algorithms to unearth the appropriate predictive attributes for your target accounts.





# COMPLEMENTARY SOLUTION CAMPAIGNS

## **What is it:**

Run this campaign by using Lattice's Data Cloud Explorer to identify which target accounts are using technologies or solutions that are complementary to your company's offerings.

Create segments based on this data, and then determine which of your company's product should be offered to those different prospects.

### Why you need it:

You can then laser focus on your targets and add an extra data layer that helps create customized content, which speaks to how your product works in conjunction with those already in use. Use Lattice's automated integrations with marketing automation systems to send this targeted messaging to specific segments.

“THE DATA FROM LATTICE  
ENABLED US TO CREATE MORE  
RELEVANT EMAILS FOR  
COLD LEADS AND THE HAND-RAISERS.  
IN SOME CAMPAIGNS WE SAW UP TO  
2X HIGHER CLICKTHROUGHS.”

**Head of Demand Gen**

Leading Talent Management  
Software Company





# COMPETITIVE TAKE-OUT CAMPAIGNS

## **What is it:**

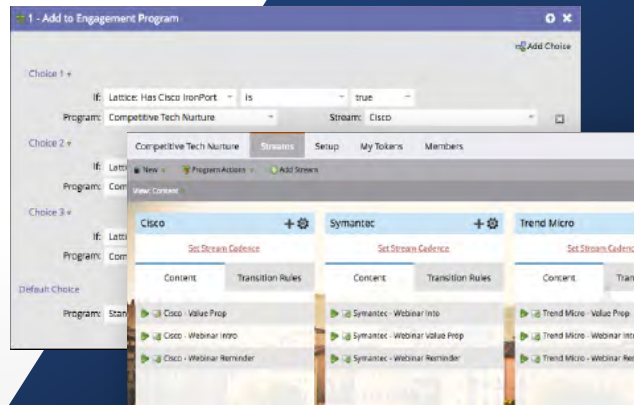
Execute a competitive take-out campaign by using Lattice's Data Cloud Explorer to identify which target accounts are using technologies that are competitive to your company.

Create segments based on these competitive technologies, and then determine which of your company's product should be offered to those different merchants.

LEADING SECURITY  
SOFTWARE PROVIDER SAW A  
**26%**  
HIGHER WIN RATE

### Why you need it:

Create customized content that speaks to how your product works better than the competitive solutions, to encourage prospects to consider your solution instead. Use Lattice's automated integrations with marketing automation systems to send targeted messaging to specific segments.





# ACCOUNT-ENGAGEMENT SALES TRIGGERS

## **What is it:**

Lattice helps condense individual lead triggers into one master account sales trigger. This helps teams make sure key buyers are not discarded as a lead that

is below MQL threshold and instead are placed into the right master account bucket.

### Why you need it:

Individual contacts at an account might not trigger sales thresholds, but if three contacts from one target account are all engaging with your content, it's time for sales to be engaging.

With Lattice's predictive platform these triggers are automated, so sales never misses a chance to reach out to a warm contact again.

### Synchronized campaign flow:





# CROSS-SELL CAMPAIGNS

## **What is it:**

Expand the lifetime value of your customers with our insights platform. Use Lattice to create different models to determine where the cross-sell

opportunities exist within your customer database, based on what other customer deployments look like and external data attributes.

### **Why you need it:**

With Lattice, teams get a dashboard of customized sales plays showing which customers are the best fit for a cross-sell campaign, eliminating the guesswork from which customers a team should target. Then companies can customize campaigns that enable sales and marketing to target these customers with customized offers.

“THE PREDICTIVE MODELS  
FROM LATTICE  
PRIORITIZE THE VARIABLES THAT  
REALLY MAKE A DIFFERENCE  
AND THAT LED TO A  
3X IMPROVEMENT  
IN RESPONSE RATE.”

CDW





# TARGET ACCOUNT UNIVERSE EXPANSION

## **What is it:**

Lattice can help you expand your target account universe in three simple steps:

1. Provide your account universe—this is exported from your CRM
2. Identify segmentation criteria—examine the region, state, country, international presence, employee range, industry and more.
3. Lattice sources selected variables that make up your account universe and provides a master file of these accounts, which your marketing and sales teams can start executing against immediately.

“LATTICE ANALYZED OUR PIPELINE DATA (INCLUDING WINS AND LOSSES)  
TO CREATE OUR PREDICTIVE ACCOUNT SCORING MODEL, ENABLING  
US TO EXPAND OUR TARGET ACCOUNT LIST WITH  
NEW, PREVIOUSLY UNIDENTIFIED ACCOUNTS.”

**Ben Coffee**

B2B Demand Generation & Campaign Strategy,  
LiveRamp

### **Why you need it:**

This lets teams know they're focused on all of the right accounts they should be targeting, instead of only a subset. For growing teams, it's critical to have the right number of accounts for sales and marketing to execute against.







# EVENTS FOR LOW ENGAGEMENT ACCOUNTS

## **What is it:**

Engage high-propensity target accounts that have no previous engagement record through a series of personalized programs.

This can be done through events such as roadshows, where you can have a one-to-one experience with your highest value target accounts.



### **Why you need it:**

Events are an expensive marketing channel, so to get the highest ROI it's critical to invite only those customers with the highest chance of closing. Predictive scoring can help teams determine who is the best fit for certain events based on engagement, firmographics and other data attributes.

### **Benefit/Result:**

LiveRamp successfully drove engagement with their Customer Match program by launching highly targeted ads to support sales team outreach. These coordinated plays were only shown to high fit, late stage buyers who were invited directly by sales to a roadshow, in conjunction to receiving a targeted ad.



# INTENT-DRIVEN DIRECT MAIL

## **What is it:**

Accelerate awareness with identified target account champions. Use Lattice's predictive platform to create two models--model 1 scores target accounts, and model 2 scores the

leads within those accounts to see if they're showing any intent. This will identify the ideal buyer who is actively searching for your solution.

### Why you need it:

Direct mail is a costly, time consuming campaign so teams should only send it to companies who are ready to buy now. Once marketers know the above details, it's easy to create an engaging mailer that includes targeted predictive insights from Lattice's Data Cloud Explorer.

“WE GOT  
MEETINGS  
WITH  
20 FORTUNE 500  
COMPANIES  
AS A RESULT OF THIS  
PROGRAM.”

**Head of Demand Gen**

Fortune 500 Networking  
and Security Company

# FORTUNE 500 & FAST-GROWING COMPANIES

choose Lattice's predictive ABM programs to accelerate revenue.





# GET STARTED WITH OUR ABM ACCELERATOR PROGRAM

Request a free trial of D&B Lattice



This eBook was originally written by Lattice Engines which was acquired by Dun & Bradstreet in 2019. Learn more about D&B Lattice, our market-leading Customer Data Platform, by visiting [dnb.com](https://dnb.com).

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