

A Fortune 100 technology company providing a portfolio of personal computing systems and printing solutions worked with Dun & Bradstreet to implement an account based marketing (ABM) program.

They're using data and buyer insights to engage with targeted mid-market and enterprise accounts at scale, personalizing content across diverse digital channels to deliver the right message and experience across the buyers' journey.

\$58.5B
FY18 Revenue

Fortune 100
Company

55,000
Employees

Operations in
170 Countries



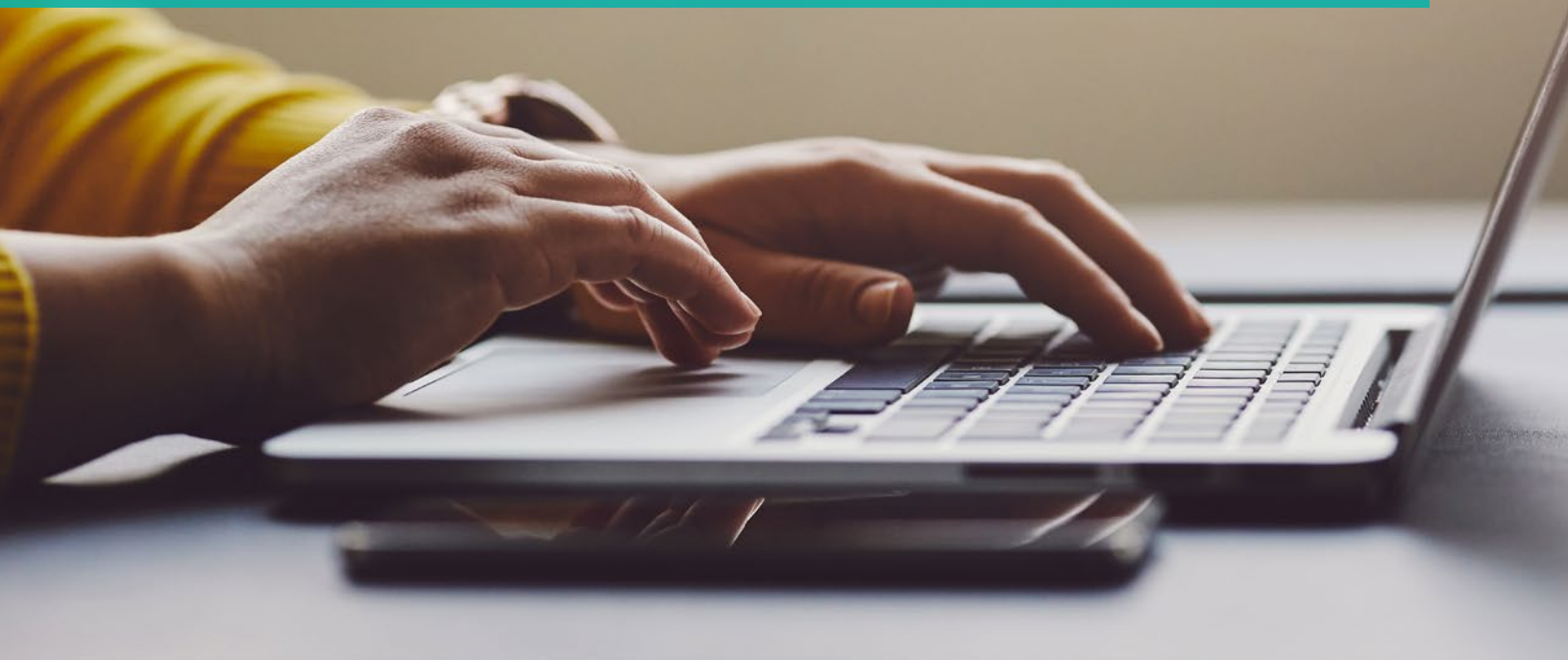
-83%
Cost per
engaged account



+67%
Ads being viewed
by target accounts



Demonstrated
improvements to ROI*
(*client confidential)





CHALLENGE:

Rising above the noise

Digital interactions with buyers is critical. But B2B buyers are being bombarded with messages on digital channels. This company wanted a way to stand out—to rise above the digital noise and get noticed by potential buyers.

“In B2B, account based marketing gives us that edge, allowing us to be relevant in our messaging with targeted buyers. In other words, targeting the right buyer with the right message,” said the company’s Global Director of Digital Activation.

Today’s B2B buyer wants to engage with brands on their own terms, and when they do engage, they expect relevant information. That means engaging not just via a sales channel, which has traditionally been the way B2B marketing and sales operated, but also leveraging social channels, display channels, email channels, and more.

SOLUTION:

Targeted ABM at Scale

The company wanted to build an ABM campaign that would share relevant information with target accounts to drive these potential customers through the buyer's journey. For the program to succeed, they needed a solid understanding of their customer so they would effectively utilize the different media channels to engage with those accounts.

The company's Global Director of Digital Activation shared the three pillars they follow for a successful ABM program.



1. IDENTIFY, TARGET, AND PRIORITIZE

Identify highest priority accounts, the ideal customers. Garner as many insights as you can: who they are, and where they are in the buying cycle.

“Working with Dun & Bradstreet helps us better understand who to target and helps us uncover which stage of the buyer’s journey these target accounts are in, which use cases they are expressing intent, which location is expressing the buying intention, and how likely they are to buy in the near term.

“We focus on the IT decision-maker, who we consider our ‘crown jewel’ persona. These are the people we want to drive into the buying journey and help them understand the value we bring to them and their organization. But we also spend quite a lot of time speaking to the end user, or the individuals who may have influence on the IT decision-maker.”

Having those insights can then help prioritize accounts by the level of the intent they are displaying and tailor the message. “Prioritizing is important in order to make the most of our resources. Using first- and third-party intent signals, we can look at how our target accounts are interacting with our website, how they’re engaging with content, and where they are in their journey.”



2. ENGAGE WITH RELEVANCE

Once audiences are identified and selected it's time to activate the data and deploy personalized digital experiences for those selected accounts. "We want to make sure that our prospect gets our message and all the information they need to make a purchase decision."

All too often, businesses make the mistake of serving everybody the same creative. This is a critical error, especially after all the thinking that goes into making audience-based decisions. The average consumer looks at a digital ad for less than two seconds, so it's critical to show relevant content. This means messaging based on their need for our company's products—not serving up a generic message. "Messaging, artwork, and photography should speak to the individual. For example, if the IT decision maker is in the healthcare industry, we make sure to showcase an image or some kind of content that has a healthcare focus."

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3. MEASURE

“Good marketing is data driven. If we target the right people, that’s helpful. If we give them the right content, that’s even better. If we can measure in real time how our efforts are performing, we’re in an even better spot because we can better inform our targeting and engagement,” said the Director.

“We work with different partners who bring together an ability to measure engagement on our website, impressions, and then to track that account all the way through to pipeline and if it converts into a sale. This has been a huge benefit for us.”

“We have to wait three to six months before some of these deals close. Linking the analytics data with the Dun & Bradstreet data to get the account information, we’re able to start to look at the engagement of a business on our web page, and the content they’re consuming, the form fills and so forth, and then build correlations to the attributed ROI. This is really powerful.”

Results and Lessons Learned

"Banner impression on their own are not going to motivate someone to buy \$1 million worth of equipment. But what we can say is that our ads are in the path of conversion to purchase. This is very powerful. It allows us to understand the value of all the marketing we're doing towards that point of sale or open opportunity further down the chain."



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LESSONS LEARNED:

- ✓ Running campaigns in house was a key benefit. Having accountability, watching the numbers, getting the phone call from sales, getting the complaint, made a big change in the way that we were able to start to purchase and move our media around.
- ✓ Test and validate the performance of every partner.
- ✓ Hold partners to a standard, don't let them "grade their own homework."

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