

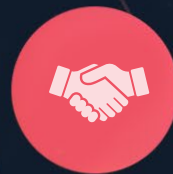
MARKET
ONE

x



Full- funnel ABX

Boost your performance through
the funnel with hyper-personalized
marketing & sales integration.



When sales and marketing are in tune, your whole business can really hum.

Account-Based Experience (ABX) strengthens the bond between sales and marketing. It's a collaboration that can put marketing performance into overdrive, accelerate deal progression, and boost your conversion rates. In fact, it leaves traditional marketing methods in the dust.

And there's no arguing with the numbers ...

A staggering

90%*

of sales and marketing professionals report misalignment in strategy, process, culture, and content within their organizations.

According to the Harvard Business Review, marketing-sales misalignment costs businesses

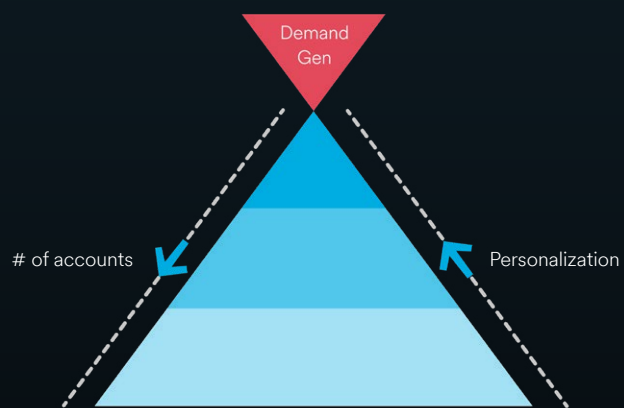
\$1 trillion*

annually.

How does ABX work?

Classic demand generation programs aim to generate as many leads as possible within a wide target audience. But , ABX starts with "the flipped funnel".

Reducing the number of target accounts while increasing the degree of personalization can dramatically increase marketing performance.



Unleashing the full potential of ABX means involving sales teams early in campaign development:

- Align on objectives for sales buy-in and strategic effectiveness
- Work together to identify target accounts with the highest potential
- Leverage insights to inform and shape propositions and messaging
- Provide sales development support through intelligence gathering, qualification, nurturing and enablement

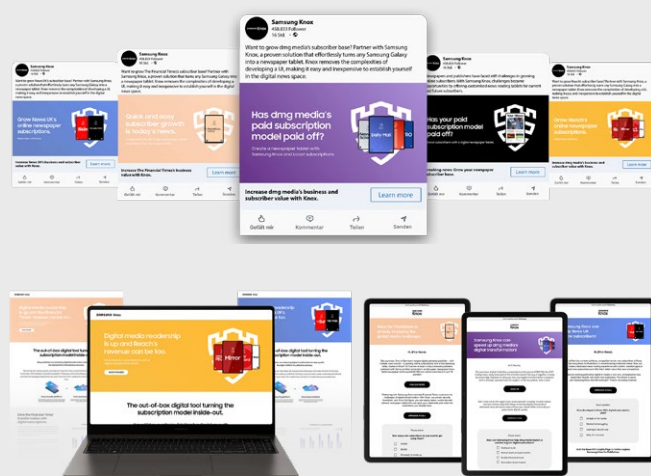
See how Samsung turned a global challenge into a personal win with their own ABX campaign.



The brief

Global publishing businesses face huge challenges as readers switch from print-based subscriptions to free digital channels.

But Samsung has the solution: A customised tablet that facilitates a completely revolutionary digital subscription model. Based on Samsung's Knox platform, it has already proven hugely successful in Southeast Asia. Our challenge? **Roll this new model out to enterprise-level publishing houses** across the world. Ignite a revolution in the way that subscribers receive and consume daily news and revitalise the futures of global media giants, market by market.



Our solution

Samsung Knox' key verticals are typically dominated by few big players in each market. Just like the news publishing industry. **Our market analysis identified the 5 largest companies** that hold the biggest potential for our offering, per country. We then tailored a full-funnel ABX pilot to these 5 key target accounts.

Iris developed a dedicated, flexibly creative platform that allowed for **hyper-personalization of all campaign assets** such as social ads, landing pages, content hubs and a carefully orchestrated sequence of nurture emails, entirely customized to the 5 target accounts. All deployed via state-of-the-art content syndication and account-based advertising partners.

MarketOne drove **sales development across the funnel** by mining account data, identifying key stakeholders, and nurturing and qualifying generated leads via phone, social media, and email. They also supported set sales appointments and enabled Samsung's sales teams through the provision of lead insights and exposés.

7 out of 10

of the UK's largest publishing groups are in sales talks with Samsung.

15k

Samsung Galaxy Tab A8 devices sold with just one of the campaign's closed deals.

350k+

impressions amongst the UK's top 20 companies in a highly saturated industry.

2.5x

higher CTR than industry average with account-based LinkedIn ads.

You're wondering how to **get started?**

Now that we've seen the incredible impact ABX can have from our case study, let's think about how it could really boost your business. Start by asking yourself these **6 fundamental key questions** as you plan your ABX pilot:

01

Do I have a **key target accounts list**, and if so, how long is it?

02

What is my **average deal size** within these accounts?

03

Is my **objective** to acquire new customers, retention, or up and cross-selling to existing customers?

04

Do we have committed **marketing and sales sponsors?**

05

Do I want to run activities on my own marketing automation and CRM infrastructure or **leverage ABX-as-a-service offerings?**

06

What budget do we have available for a pilot or long-term program?

Iris & MarketOne
Global B2B Demand Generation
powered by Participation.



With 25 years of helping B2B brands grow faster, Iris's creative, data-driven approach to media ensures that your propositions are taken to the right audience in the most meaningful, participative way.

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MarketOne provides 26 years of B2B demand generation expertise to help brands drive business success and deliver quantifiable sales outcomes through technology paired with hands-on sales development support.

These questions will help you to start thinking about the possibilities of ABX in your company. We – Iris and MarketOne – will be happy to give you a deeper insight into the topic in a personal meeting.

Get in touch now to learn more and receive a first proposal on a full-funnel ABX pilot tailored to your requirements - for free!

Contact

→ shawe@marketone.com

GET YOUR FREE CONSULTATION