



Persistent Systems

Reinventing the Marketing Funnel with ABM

Summary

In 2021 the Persistent marketing team began their ABM journey by implementing a company-wide program focused on improving account management, retention, and satisfaction. Marketing partnered with the CEO's Office Account Excellence Team, Sales, Sales Ops and Client Partners to outline the strategy, business case and roadmap for an integrated company-wide ABM program which started with a concentration on 1:1, 1: Few and programmatic ABM. With the Persistent CEO and CMO sponsoring the program, ABM quickly became a strategic mindset shift that drove a deep change in how we plan and execute strategic marketing and build a much deeper connection with our clients.

The Roadmap

- Account Segments: We followed a phased approach for classifying 82 accounts in to (a) Mega growth (b) Growth platform (c) Large dormant.
- Pilot Program: We onboarded 6Sense as our ABM technology and began tracking intent data and first-party web insights through a Google Analytics customization to understand buyer sentiment and how to tailor messages to specific accounts. Next, we developed an ABM Pilot with a focus on "Top 16 Accounts" across different segments.
- Account readiness matrix: We created an account readiness matrix to help us identify account and geography-specific industries, solutions and offerings. This matrix also provided insights on content needs and gaps.
- IT, Sales and marketing readiness and coordination: We aligned with IT, Infosec and data processing departments, sales operations, and the account excellence team to assess impact, complexity, and the implementation of a marketing and sales tech ecosystem. We also assessed resources and budgetary requirements.
- Instilling ABM culture across teams: We ensured that ABM insights were understood, leveraged, and acted upon to move accounts further down the funnel. We also continued the land-and-expand strategy by adding contacts where and when needed and to guarantee a seamless hand-off to sales to open opportunities.
- Failing fast and learning fast: Failing fast requires a culture where the team has the freedom to fail as it can learn something from each failure and subsequently manage to succeed faster.

Milestones:

By leveraging marketing automation at the intersection of technology, creativity, data, and insights, we have empowered marketing to translate data into decisions and create enterprise experiences that have outsized impact on business outcomes.

We have witnessed up to a 50% increase in our win rate by adopting personalization and contextual targeting to 360-degree integration and making every touchpoint of marketing, communication and strategy more personalized.

By personalizing the content strategy and putting data to work contextually, our approach, together with marketing automation, led to better customer experiences, increased loyalty, greater customer value and industry-best ROMS (Return-on-marketing-spends).

Business Results

Integrated marketing technology enables our teams to harness the power of data and be proactive in building customized campaigns. This helps us strengthen relationships with new and existing customers and support pipeline growth. Unleashing the power of data and analytical tools help us:

- Improve account reach
- Build brand awareness
- Increase revenue growth
- Drive customer engagement

Future Plans

We implemented a fully orchestrated, multichannel strategy with a data-driven approach relying on technology to improve processes. Today, we can make informed decisions, augment our go-to-market strategy, optimize campaigns, accelerate our processes, and collaborate more efficiently across the organization.

Starting with clear objectives, we had defined the success metrics at the very beginning. We conducted frequent check-ins to assess, optimize or re-prioritize tactics or messaging as required. This resulted in the overall program exceeding pipeline revenue goals by 186%.

This year, we have increased our coverage to 35 accounts (110% growth). We've also engaged an external agency to accelerate the execution and scalability of the program.