

Qlik | Gold Winner

Scaling and Optimizing Account-Based Marketing

As Qlik began its journey to convert from a small/medium business focused strategy to a large enterprise go-to-market strategy, the company realized it was leaving opportunity on the table because it lacked the bandwidth or ability to convert their small opportunities into large, enterprise-wide ones. While a variety of sales and marketing programs were developed, the Account-Based Marketing (ABM) program was starting to make an impact in establishing new relationships within the enterprise.

However, there were some challenges. First, Qlik's primary buyer continued to be the data analytics group, which reported up to IT. Second, competitors were also "landing" in the same large enterprises Qlik was targeting.

Qlik needed to drive awareness and demand faster than the competitor to win a greater share of the market. The team conceived of The Qlik Infusion Program, which quickly became a clear differentiator from the competition and a way to drive awareness and demand at scale.

The Qlik Infusion Program is ABM on steroids. Qlik identifies a customer Champion who has the clout and wants to ensure that Qlik is widely successful in their enterprise. With that Champion's sponsorship, Qlik Infusion deploys a process to create and execute a series of marketing campaigns and events that support the customers goals.

With a value of \$70,000-\$100,000 in marketing expertise, custom program development and funding for execution—all from the Qlik ABM Team budget—the program established Qlik as not just a data analytics vendor, but instead a partner that was willing to invest to ensure customer success. This commitment also helped quell customer trepidation around making a large one-time investment (versus making small investments over time).

Qlik Infusion was initially developed to promote "in account days" which are custom events with custom agendas developed specifically for the enterprise. It was discovered that a more robust program could drive significantly more value (for Qlik and the customer), as long as there was customer sponsorship. After developing the program template and process, the Account Based Marketer works with the seller to determine if the offer should be made.

Critically important to the successful execution of the program is alignment with the seller and the customer success manager. Activity is tracked through the Account Based Marketing Qlik App. Each component of the program is its own campaign and the app tracks engagement, marketing influence on existing pipeline, marketing sourced pipeline, database growth, and orders.

The Account Based Marketer takes the lead and guides the customer through the entire development and deployment process. After identifying the Qlik Champion, the Account Based Marketer:

1. Offers Qlik Infusion as a “value add” service to the champion and his/her organization.
2. Schedules and executes a ~4-hour Qlik Infusion Workshop.
3. Works with an agency partner to develop branding based on the customer’s brand guidelines.
4. Develops the marketing program and presents it to the customer stakeholders.
5. Establishes the program budget and secures Qlik ABM Leadership approval.
6. Executes the marketing program, via standard marketing processes and tools.
7. Tracks results and provides feedback to the customer, sellers, and customer success manager.
8. Constantly refines the program.

Qlik Infusion has been very successful. It delivers the benefits of Account Based Marketing but takes it to a new level of impact. Since the Qlik Champion and his/her staff are part of the design process, they have significant stake in the program’s success. Qlik is able to very effectively and efficiently penetrate new areas of the customer’s business, whether that be lines of business (HR, Finance, Sales, Marketing, etc.), establishing new executive relationships, and/or engaging with new divisions or sites.

The Qlik Infusion Program impact is measured on four categories: revenue growth, database growth, executive and line of business engagement, and ABM activity. To date, the program is working. When Qlik Infusion is deployed, there is a 31% year-over-year growth in strategic accounts.