



## Salesforce

# Advancing ABM's Digital Transformation Customer 360 Omni-Channel Experience

### Summary

When we started our ABM journey, delivering quantifiable impact was largely a disparate and manual process. Individual regions and teams were launching innovative campaigns and tactics based on data from multiple technology sources – while defining and interpreting success in their own way. Although this methodology helped demonstrate campaign success, we needed to define the best-in-class for Salesforce and better understand how to measure ABM's contribution to the overall account journey.

In order to transform our global practice, we needed to define a standardized and consistent approach to developing, delivering and measuring world-class ABM journeys. This was no small feat given we have more than 100 marketing practitioners in 18 regions around the globe, dedicated to supporting thousands of accounts.

While prior campaign results yielded 5x+ the return over traditional demand generation tactics and feedback on the program from our sales teams was overwhelmingly positive, we lacked sophisticated capabilities to surface direct attribution to the impact of ABM and tie success to a connected, omni-channel account journey. This lack of visibility threatened the integrity of the ABM program – risking it to be seen as a mere set of tactics rather than an account-centric, strategic program. So, we rolled up our sleeves and developed a strategic assessment, funded a business case, and moved our plans into action.

### Program Overview:

- 1. Strategy:**  
Get the team on the board with the vision of a unified framework that's unique to ABM, showcasing the differentiated benefits of an omni-channel customer-centric journey. Center our approach around the best-in-class ITSMA framework, measured against the established 3R methodology: Reputation, Relationship & Revenue.
- 2. Technology:**  
Connect data sources to aggregate campaign, account, contact-level engagement with finance datasets to track and measure impact by delivering insights to the business: driving quality Pipe and ACV.
- 3. People:**  
Listen, learn, train and operate as an innovative powerhouse team that leverages ITSMA training to enable Salesforce ABM Marketers around the globe to communicate, collaborate and orchestrate account programs as one integrated team.
- 4. Process:**  
Define business requirements and work streams to increase productivity and operational efficiencies with a focus on making it easy for our marketers to develop, measure and optimize their programs.
- 5. Transform:**  
Deliver measurable impact through the omni-channel experience and meet our customer expectations to achieve business growth.