Moneyball: Using Advanced Account Insights for Effective ABM Activation

John Steinert, CMO at TechTarget
August, 2017
This presentation will explore ABM from the data angle and specifically how new sources of data can help you better understand your target audience and enable you to go after it in a way that’s both effective and sustainable because it’s easy to prioritize your plays.

You’ll know who exactly to focus on at any particular time, and what you need to do to make progress with them.

This presentation will show you what purchase intent insight is, how to target based on activity, how you can focus on a particular vertical, how to adjust based on competition and audience interests, and how to build a buyer’s journey map you can use to optimize performance going forward.
The first thing to realize is that to really ramp performance, you need the right data sources. ROI accelerates when you have access to all three critical variables – Who matters, What they care about, and When they’re actually in market.

With those elements, you have exactly what you need to orchestrate aggressive actions – marketing and sales together – when they are really warranted. That’s the critical piece for ABM to pay out – knowing when to apply extra focus to an account.
While everybody understands, philosophically, that they need to know who, what and when, this chart from SiriusDecisions outlines the different types of information you'll want to have in the ABM toolkit, and what each brings to that equation.

It shows you what you can get from each stage. Within the “Intent” column, depending on the provider, you can actually get all the important stuff from the left columns in one place.
To be successful in ABM, it’s important to note these three pieces of the Marketer’s puzzle:

- You need access to the right data sources
- You need to get the data you need in way that you can easily take action on it
- Within your company or with key partners, you need to have the ability to orchestrate the types of plays that will make a difference

Requirements for success in ABM

- **Tap into real B2B purchase intent data**
  - Recent, buyer-direct, project-specific

- **Get practical outputs**
  - Ranked in-market accounts, named prospects from the buying team
  - Diverse programs, automated workflows

- **Activate within your marketing and sales systems**
So how do we make this work in practice?

First – where does real purchase intent insight come from? The answer is that it’s not simply found somewhere on the internet. The best data is actually made, by providing the right content to the right audiences.

Second – What’s in real purchase intent insight? TechTarget’s Priority Engine™ portal provides accounts ranked by their demand intensity, the active people within those accounts, and insight into exactly what content they are consuming.

Third – Priority Engine data can be automatically ingested into your stack for you to use, and that we can execute for you many of the right tactics for much of what you need to do, all off the same data set that you use to tune and propel your ABM activities.
Let's dive into this data source to understand what you get. When you access this information, the first thing you can do is compare your ABM account list to the active accounts and prospects in your market. In this example, you can see for this client’s list of 3000 accounts, currently we see 65% of them showing active demand.

On the right, we see an overview of some critical high-level information:

- There are 1,950 accounts showing rich buying signal and 15,000 prospects exhibiting 11,000 content consumption behaviors. Given the size of this activity, you're going to probably orchestrate marketing plays on all of them and sales plays on a subset.
- It is absolutely critical keep your ABM capability “Always On”. If you go dark against these accounts for a month, you will miss 33% of the real demand, because they will go out of market.
Let’s think about how you might choose to focus maximum resource on a subset of your total list: You can do that by planning a set of activities that you choose only to do against particular verticals. For example, you could concentrate on Gov-Ed, Retail Distribution or Financial Services. You could also focus somewhere you’ve just begun to try to improve your penetration or somewhere else where you already do quite well and think you could do even better.
To execute a more robust set of plays, you’ll want to take a closer look at how well what you are saying in the market reflects what the market is actually interested in right now. You do this by looking at what content is popular, what competition is attracting readers, and how your content is performing relative to the market and to others in it.

In this example, the third box shows, that you may want to adjust your overall program to make sure you influence your audience more, meaning you should actually hit the account and the active individuals with target messages, which you can only do by using exactly the same data source to target your outbound activity.
For the right audiences, you can go even deeper to understand what the actual drivers of purchase are and what the top features must be in order to gain share. If you can build the right team – product marketers and field together – you can do this in content.

Even if you can’t do that – and I would urge you to try – you can still advise your inside sales and field sales colleagues of what the market realities truly are. They are often skilled enough to adjust on the fly.
With this data source in place, at any point, you are in a position to orchestrate well-informed plays because you'll know the right accounts to go after and exactly what you're up against. You'll also know what you need to do depending on the situation. When it's early in the buyer's journey, as shown in the middle, you can use marketing tactics to target and nurture the key players as a deal takes shape.

Or, as seen in the box on the right, when there's a verified deal in progress, you probably want to bring Sales into the play immediately. This dynamic playmaking is part of how to make ABM pay off.
The bottom line reality is that ABM is truly about iterative learning so that you get better and better and covering your critical accounts. The more you dig in, the more it’s going to pay off for you. As you advance, you’re probably going to want to take the time to create a buyer’s journey map like this. It shows you the key elements that have impacted a prospect account along the path to an actual deal.

By studying what has been happening in your business, you can understand and then make the adjustments needed to the elements you are orchestrating as part of your ABM program.
To sum it up, all of this ABM process thinking and capability comes from accessing a new type of information source we call real purchase intent insight. In this data, you get access to the accounts, the buying teams and the individuals necessary to activate ABM effectively. Likewise, you get the firmographics and technographics necessary to prioritize accounts according to your historical strengths or your new growth strategies. This enables you to identify the accounts that are in market, target exactly the right people and engage them in the right ways by orchestrating the plays yourself and with your key partners.
At TechTarget, we’ve got a large number of customers doing this right now. ABM is a very diverse space. No single ABM implementation is exactly like another, but there are some core learnings that we’re finding everyone who is successful tends to end up focusing a lot of energy on. Better sources of insight, the focus of this presentation, is one of those key areas.

**Summing up: Actively learning with 250+ clients on this**

**Customer deployments**
- 250+ customers subscribed to over 100 granular tech market segments
- Successes with:
  - 50+ Business Applications customers
  - 40+ Data Center customers
  - 40+ Security customers
  - 40+ Storage customers
  - 30+ Network Infrastructure customers

**ABM programs**
- Supporting 300+ ABM actions/month
- 220% increase in e-mail performance vs. industry averages
- Among clients providing pipeline visibility…
- Averaging 12+ pipeline net-new opportunities <90 days
- Averaging 10X ROI and over $1M in pipeline
The reason this presentation is called MONEYBALL is that when you can set your sights on working hard at this stuff, assuming you get the right basics in place, there’s no doubt that you can achieve remarkable results pretty quickly. These 6 companies, as these results reveal, are seeing a lot of success with ABM right now.

<table>
<thead>
<tr>
<th>Recent success</th>
<th>MONEYBALL: Fueling pipeline results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DELL</strong></td>
<td>80:1 ROI</td>
</tr>
<tr>
<td><strong>ORACLE</strong></td>
<td>$3.16M in pipeline</td>
</tr>
<tr>
<td><strong>QA Symphony</strong></td>
<td>converted 20% to pipeline</td>
</tr>
<tr>
<td><strong>VIDDER</strong></td>
<td>scheduled 21 appointments out of 25 verified alerts</td>
</tr>
<tr>
<td><strong>IBM</strong></td>
<td>$3M in pipe from 35 alerts in 3 weeks; closed $100K in business</td>
</tr>
<tr>
<td><strong>Extreme</strong></td>
<td>16 opportunities in 3 months</td>
</tr>
</tbody>
</table>

Increase appointments, grow pipeline and convert opportunities to sales through deep project intelligence reports and contactable insiders.
About TechTarget

TechTarget (Nasdaq: TTGT) is the global leader in purchase intent-driven marketing and sales services that deliver business impact for enterprise technology companies. By creating abundant, high-quality editorial content across more than 140 highly targeted technology-specific websites, TechTarget attracts and nurtures communities of technology buyers researching their companies’ information technology needs. By understanding these buyers’ content consumption behaviors, TechTarget creates the purchase intent insights that fuel efficient and effective marketing and sales activities for clients around the world.

TechTarget has offices in Beijing, Boston, London, Munich, Paris, San Francisco, Singapore and Sydney. For more information, visit techtarget.com and follow us on Twitter @TechTarget.