

# Account-Based Marketing Pilot Created \$2.7 Million in Pipeline in 14 Weeks

## Our Client

As a market and technology leader in business software, our client offers solutions and services for improving business operations focused on the retail vertical. This solution portfolio targets grocery, hard-lines and softlines retailers with a means to turn today's challenges into opportunities with solutions that help drive profitable multichannel retailing. It offers retailers the insight to better understand shoppers and businesses, the operational efficiency to ensure profit, and the adaptability to capitalize on the best opportunities to grow.

## Challenge

Televerde and this client had an existing relationship related to servicing their lead generation efforts. In the relationship, we identified the following challenges:

- Large percentage of net new accounts with little awareness of their cross-sell and up-sell possibilities
- Account Executives not spending enough time selling; too much time researching
- Opportunity to better utilize Televerde agents and improve priority alignment

## Solution

To increase the penetration into the retail sector, Televerde and the company decided to pilot an account-based marketing program. The program started with Account Executives (AE) selecting 5-10 large accounts for ABM targeting. Next, we established a strong engagement process with AE, outlined the communication streams, aligned on the key metrics and ensured a clear data management process.

### What Do Account Executives Say?

*"This is fantastic! It's playing perfectly to the plan to get a bit of a groundswell going. We will be able to craft a more compelling story with the information you gather."*

#### Industry

- Enterprise Application Software

#### Success Highlights

- \$2.7 Million in Pipeline
- Defined 103 Large Net New Accounts
- 18 Opportunities Penetrating 12 Unique Accounts

#### Televerde Services

- Engagement Strategy
- Data Intelligence
- Demand Generation/Teleservices

The account-based marketing program included:

- Account planning sessions to review current intelligence and gaps
- Contact build out for target accounts
- Account profiles to guide account strategy
- Weekly collaboration calls between teams to continue to build the knowledgebase on the account
- Warm hand-offs between account teams and Televerde lead generation agents

The Televerde agents managed and gathered insights and intelligence through primary and secondary research.

## Result

In the initial for 14 weeks of running the program, the company saw better account intelligence, enhanced sharing of account profiles, and a deeper lead generation focus.



The Account-based Marketing program moved from pilot into steady state with expansion into new regions and more Account Executives.



Contact us to start generating demand today.

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