ABM Powers Sales Outbounding

Extremely powerful. 2-3x Conversions.

Eric Martin,
Director of Marketing
Programs

BACKGROUND

SalesLoft provides the leading sales outbounding automation platform. Their software enables sales to personalize cadences for sales reps that combine email, social touches, and phone outbounding.

SalesLoft's marketing generates a lot of inbound interest, but deal sizes weren't growing. To increase their deal size, they turned to account based marketing.

ABM CAMPAIGN

Account selection and segmentation

Salesloft has about a thousand target accounts among several account tiers. They have a tier for top accounts, another for sales rep territories, and a third based primarily on inbound. The account tiers were determined by a top down and bottom up approach. Marketing worked with the executive and strategy teams to determine which accounts they wanted to acquire and grow. They also solicited input from the sales team about the new logos they wanted to go after.

Web and Sales Outbounding: 1:1 ABM campaigns

For top accounts, Salesloft delivers unique sales and web experiences to each account. Using the Salesloft platform, they can customize 1:1 account sales outbounding campaigns. Using Triblio, they can create a special web experience for each one of their top accounts. Both the sales and marketing teams are communicating specific messaging to each account. 1:1 benefits are dynamically and automatically customized on the web to complement sales outbound campaigns.

Prioritize Sales Outbounding Based on Account Engagement

SalesLoft prioritizes sales outbounding and tailors messaging based on purchase intent and account engagement. SalesLoft's sales reps receive daily emails from Triblio on which accounts are engaged and what content they're interested in. Triblio helps the sale team identify purchase intent through behavioral interest of anonymous and known visitors. This helps the sales team reach out to the stakeholders in their target accounts with messaging relevant to their specific needs.

Measurement: Target account Engagement

As Salesloft's account based marketing has evolved, one of the key C-level reports marketing provides is engagement in top accounts. Their web and campaign metrics report on overall performance as well as performance in target accounts.

The marketing team is now responsible for how their activities contribute to opportunity creation and acceleration for in-target accounts.

BACKGROUND

Salesloft achieved higher conversion rates to improve their demand generation for higher value accounts. They saw these results within 30 days of launching their first set of campaigns. But more important than improving demand gen metrics, Triblio helped Salesloft increase ABM adoption across the organization. Account based reporting is now a core part of C-suite metrics, and the sales team depends on Triblio's ABM campaigns and account purchase intent reports.

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More value from Triblio than imagined.

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Account Based Marketing

Triblio's Account-Based Marketing (ABM) solution scales 1:1 account targeting for revenue generation. At its core, an AI-powered account ID engine enables marketers to reach known and unknown stakeholders in target accounts through ads, web, and sales plays. Triblio has won back-to-back CODiE's for Best Marketing Solution.

For a live demo and other inquiries, visit https://triblio.com/ or email info@triblio.com.