ABM Program Success

Veristor Sharpens Sales and Marketing with Purchase Intent

VERISTOR®

> "
> **Better open rates, click rates, response rates if you start with intent data.**

Jessica Garrett
Head of Marketing

Background

When Veristor Systems designs and deploys IT solutions, it does so in the spirit of collaboration. The company differentiates itself by serving as an experienced guide for clients on their paths to technology transformation and business success. Given its reputation for close-knit partnerships and custom solutions, it only made sense for Veristor to communicate its strengths throughout the entire purchase journey. That's where account-based marketing comes in.

Veristor's account-based marketing strategy centers on using purchase intent data throughout its sales and marketing processes, enabling both departments to drive toward more customized outreach on parallel paths. Veristor relies on two main sources for its purchase intent data. The first is Bombora's Company Surge ®, which monitors the content consumption of almost 4,000+ product and service topics happening within 2.8 million businesses. The second is Triblio's purchase intent scoring, which tracks interactions with its website, marketing campaigns, and sales plays. Spikes in content consumption and interactions on certain topics signal purchase intent. High intent companies are active in their purchase journeys and thus more receptive to increased sales and marketing outreach.

"Across all communications, even if it's just a simple email, we've found that you get much better rates—open rates, click rates, response rates, you name it—if you start with intent data," says Jessica Garrett, Head of Marketing at Veristor.

Early Success Drives Deeper Sales Adoption

Finding success with purchase intent has driven the Veristor sales team to understand and embrace new sources of intelligence. "In one instance, a sales representative was going into a meeting to focus on our networking product line," Garrett says. "He received an alert before the meeting that the account was searching online for a different product line, a storage solution. In his meeting the next day, he brought up our storage product line, and that's where he ended up closing the deal. He was an instant believer in the power of intent data after that meeting."

Overview

Engagement
- 17% High Engagement
- 18% Medium Engagement
- 63% Low Engagement

Activity
- 450 Total Companies
- 980 Total Unique Users
- 2,600 Total Page Views

After just 6 months, all the AEs have started using purchase intent to improve their sales conversations and conversions. Veristor provides purchase intent reports to each sales rep, and sales reps can see purchase intent for their accounts in CRM. Via its Salesforce integration, Veristor sets up custom purchase intent alerts for each sales reps. "The intent alerts tell us that an account is not only generally researching our type of products online but also directly visiting our website," Garrett says. "Those joint alerts are the ones that really get their attention."

Purchase Intent Orchestrates Marketing Campaigns

Meanwhile, Veristor's marketing team uses purchase intent to improve response rates on everything from digital ads to in-person events. "The Bombora data allows us to start from a verified place of interest and orchestrate marketing and sales," Garrett says.

In a recent multichannel marketing campaign, purchase intent boosted results:

- **Email:** Campaigns informed by purchase intent saw a two-fold increase in open rates (11 percent) and a 133 percent increase in CTR compared to campaigns informed by classic data mining or cold lists. Intent-driven campaigns also saw a 3 percent decrease in opt-outs.

- **Telemarketing:** Veristor doubled its rate of meetings booked by using a Bombora list.

- **Events:** 18 percent more attendees registered from the Bombora audience than the cold list.

Garrett now employs purchase intent data across ad retargeting and website personalization. The team is fully bought into the Triblio and Bombora platform for account-based marketing. "We love Triblio and we love Bombora."

> "
> ### We love Triblio and we love Bombora.

Jessica Garrett
Head of Marketing
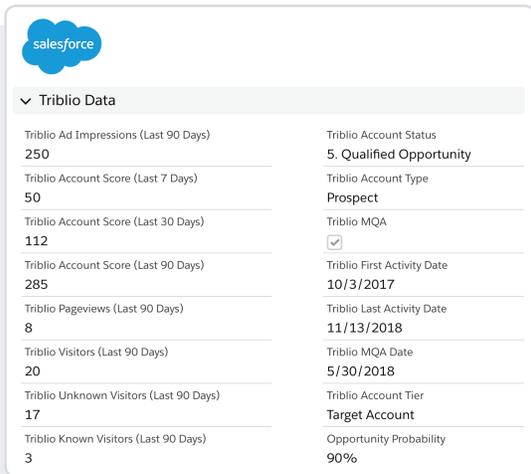
salesforce
∨ Triblio Data

Triblio Ad Impressions (Last 90 Days) 250	Triblio Account Status 5. Qualified Opportunity
Triblio Account Score (Last 7 Days) 50	Triblio Account Type Prospect
Triblio Account Score (Last 30 Days) 112	Triblio MQA ☑
Triblio Account Score (Last 90 Days) 285	Triblio First Activity Date 10/3/2017
Triblio Pageviews (Last 90 Days) 8	Triblio Last Activity Date 11/13/2018
Triblio Visitors (Last 90 Days) 20	Triblio MQA Date 5/30/2018
Triblio Unknown Visitors (Last 90 Days) 17	Triblio Account Tier Target Account
Triblio Known Visitors (Last 90 Days) 3	Opportunity Probability 90%

About Triblio

Triblio's account-based marketing platform orchestrates marketing and sales campaigns at every stage of the purchase journey. In a single platform, clients can scale 1:1 account targeting through a proprietary AI-powered purchase intent engine across ads, web, and sales plays. To learn more, visit **triblio.com**.

About Bombora

Bombora is the leading provider of intent data for B2B marketers. Bombora's data aligns marketing and sales teams, enabling them to base their actions on the knowledge of what companies are in the market for which products. Learn more about Bombora at **bombora.com**.