Triblio

ABM Program Success

Parchment Mobilizes the Sales Team to Create a Seamless Purchase Journey

parchment®

Challenge

Over the last year, Parchment made its transition from traditional demand generation to account-based marketing, "a much more cost-effective and productive line of attack," according to Jimmy Montchal, Senior Digital Marketing Manager at Parchment.

Parchment is a Phoenix-based company that provides digital credentials management solutions. The platform regularly verifies and shares transcripts, turning credentials into opportunities for over 40 million orders worldwide.

One of Parchment's top marketing challenges has been its marketing-to-sales handoff. The sales team wasn't following up on the leads that marketing was bringing in. As sales representatives saw it, they already knew who to target in order to hit their revenue goals.

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A much more cost-effective & productive line of attack.

Jimmy Montchal
Senior Digital Marketing Manager

ABM Solution

ABM Pilot Scales Marketing Impact

To refocus their marketing efforts on sales results, Parchment piloted an ABM initiative. Supporting sales would allow the marketing team to make a more direct impact on revenue growth.

The pilot included 100 hand-picked accounts, and the plan was to use account-based advertising to infiltrate target accounts at a higher level. If marketing could reach senior stakeholders and decision makers that salespeople weren't able to engage, Parchment would have a better chance of winning key accounts.

Parchment decided to partner with Triblio because Triblio's ABM solution could do more than just display advertising. It could target the right accounts and titles across numerous channels. Parchment relied on Triblio's account ID engine to sort out behavior-based segments and orchestrate multi-channel messaging. The final campaign unified ads, email, the website, and direct mail to influence $800k in opportunities with $200k closed won bookings for a 33% ROI.

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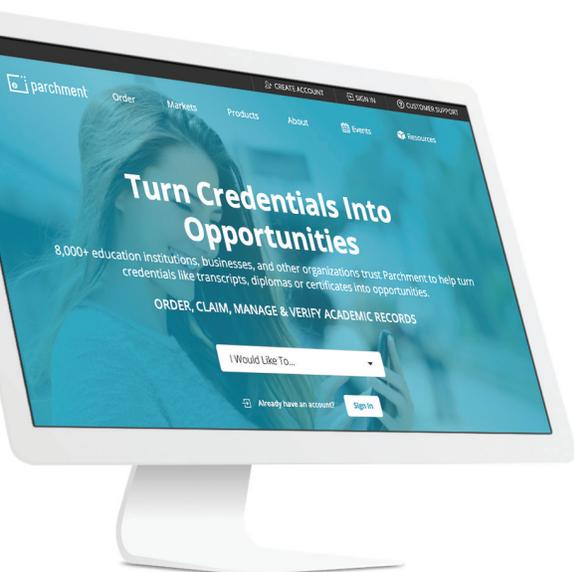
Success Sustained by Further Sales Involvement

As the senior digital marketing manager, Jimmy saw that taking their ABM program to the next level would require deeper sales involvement. In order to continue the forward momentum beyond their early success, Parchment instituted two structural changes to the marketing and sales relationship.

First, the sales development representative (SDR) function was shared between sales and marketing. Given co-ownership, the marketing team could ensure adequate follow up for each campaign, and the SDRs could effectively utilize account insights from marketing within their day-to-day outbounding.

Second, marketing established a recurring meeting with the regional sales managers (RSMs) every six weeks to go over target account progression and realign on messaging. Triblio's ABM reporting gave both teams visibility into the same set of target accounts, active accounts, marketing qualified accounts, and open opportunities.

"We are speaking the same language, and we have the same exact goals," Jimmy said. "We didn't have that when we started the conversation, and today we do." With shared goals and ongoing collaboration, Parchment has established a firm foundation for long-term ABM success.

18x

increase in close rate
(3-55%)

Results

Integrated ABM Produces Revenue Results

Today, Parchment uses Triblio to create a seamless purchase journey from first website visit to new customer. The marketing team uses the platform to identify target accounts, segment, and trigger air cover, while the sales team prospects into engaged accounts armed with visitor insights and purchase signals. Web conversion rates have increased from 3% to 55%, and they're aiming for 100% sales adoption by the end of the year, where each RSMs will have their own regional landing page.

5-6x

contribution to revenue
from website

Moreover, ABM success at Parchment has produced pipeline growth and revenue results. Jimmy confirmed that "We've seen great results. We've taken the website from not contributing much in revenue…to contributing 5-6x that year over year."

Triblio
ABM Platform