

ABM Program Success

Averna Reinforces Industry Expertise through Deep Personalization



We have noticed a lot of clicks and a higher conversion rate coming from our personalized content boards by industry.

Myriam Duchaine

Marketing Director at Averna

Challenge

Averna is a leading provider of test and quality solutions. The company partners with product designers, developers, and OEMs around the world to help them achieve higher product quality, accelerate time to market, and protect their brands. Its solutions service a wide variety of industries from consumer devices to life sciences, automotive, and more.

The marketing team at Averna first started looking into account-based marketing (ABM) in 2016 because it identified three main challenges:

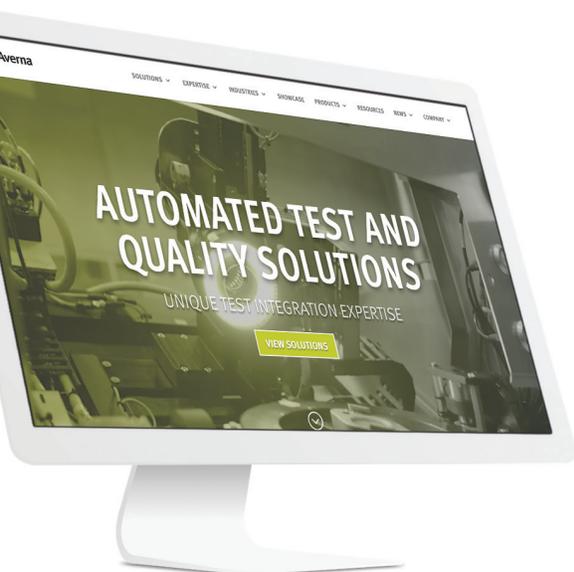
- 1. Product Challenges** - Due to the fact that Averna serves varying markets, its product benefits look vastly different, making it difficult for the marketing team to prove to each buyer that it has expertise in their particular industry. To add to that, Averna often sells customized solutions that don't yet exist, which makes it more difficult to explain than standard "off the shelf" products.
- 2. Process Challenges** - Averna has long sales cycles, so marketing needs to keep its solution top of mind for all key stakeholders through the buying process.
- 3. Technology Challenges** - For any new platform or strategy to succeed, it would need to integrate seamlessly with Averna's existing technology ecosystem. Data portability between systems is crucial for unifying reporting across departments and proving campaign success.

Facing these challenges, marketing hoped that ABM would help showcase Averna's expertise in various different industries, spread its messaging consistently throughout long sales cycles, and do so without disrupting their current tech stack.

ABM Solution

Averna finds ABM partner to implement industry-based segmentation

Averna's marketing team decided to partner with Triblio because Triblio's ABM platform stands complementary to its suite of marketing and sales tools. Triblio integrates with Salesforce and Hubspot and, in addition, offers native full-funnel account-based analytics. Knowing that its primary demand generation and sales tools could speak to each other, Averna's marketing team felt confident that it could run extended ABM campaigns that coincided with its long sales cycles.





The first ABM campaign implemented at Averna aimed to grow trust from various stakeholders in its expertise. “We need to appeal to many different types of people, in different languages, and in very different markets. We want to communicate to all our customers that we are the best at what we do, and this has to be recognized instantly and needs to be relatable,” explains Myriam Duchaine, Marketing Director at Averna.

To highlight its unique areas of expertise, Averna created account-based audiences in Triblio for each vertical. These audiences included both new logos and new departments within its existing customer base. All accounts were hand-selected by sales, so that both teams were working towards the same accounts.

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Exactly what the marketing department is trying to achieve.

Myriam Duchaine

Marketing Director at Averna

Web personalization reinforces expertise in each industry

The campaign was multichannel, leveraging email cadences alongside social posts to drive prospects to the website. As visitors came to the website, Averna would use Triblio’s web personalization to grab their attention. Personalization made industry-specific messaging and content easily accessible to all in-target visitors. No matter how prospects arrived at the website or where they were in the purchase journey, targeted web messaging reinforced the same industry expertise that sales promoted.

With new messaging to test for each industry, Averna also saw value in Triblio’s A/B testing. Native testing made it easy for Averna to run experiments and determine the best set of messaging, creatives, and CTAs for each vertical.

Results

Since shifting to ABM, Averna has successfully:

- 1. Proven specialized expertise** - Averna’s campaigns were effective enough to lead prospects to believe the company was only focused on the specific technology they were looking for
- 2. Provided consistent and sustained messaging** - more engagement with personalized content boards by vertical
- 3. Integrated Triblio’s ABM platform** with its existing ecosystem

“Considering the amount of content our company manages, knowing our customers are receiving information designed specifically for them is very satisfying,” Duchaine says. To build on its ABM success, Averna plans to continue to expand the use of personalization across the website.