

**Grab the best potential with
focused marketing and sales.**

Account Based Marketing
will grow your business.



Christopher Strandell
Senior Solution Manager
Bisnode

The Account Based Marketing (ABM) effect

18%

Average deal velocity increase
(faster deals)

14%

Increase in number of closed opportunities
(more deals)

29%

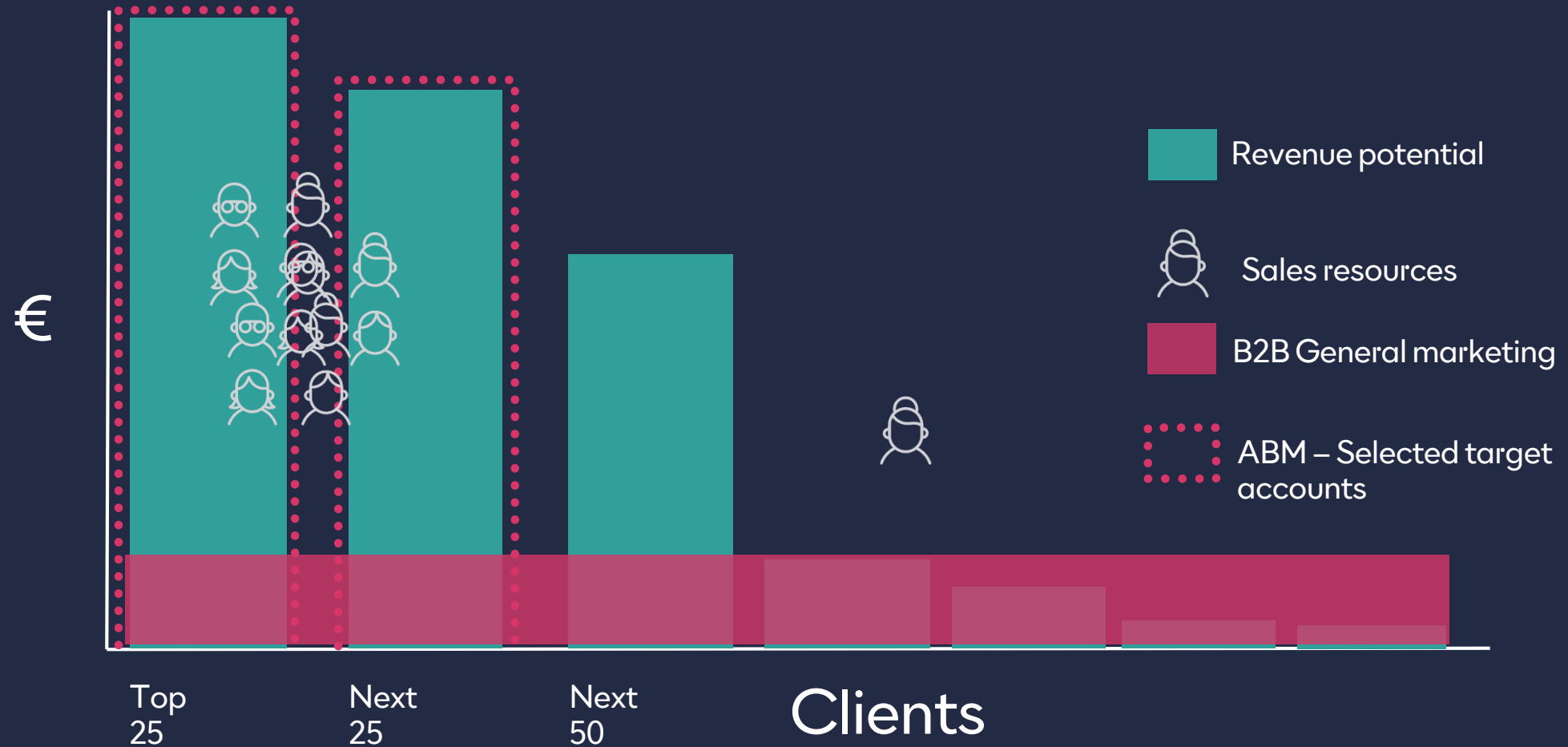
Deal size increase
(bigger deals)

48%

Increase in account size thanks to
improved cross-selling
(grow existing accounts)

What is Account Based Marketing?

Sales & Marketing Jointly Pursuing the Top Accounts



What is Account Based Marketing?

Sales & Marketing Jointly Pursuing the Top Accounts

Traditional Marketing



Account-Based Marketing



Sales and Marketing collaboration





1% of all leads turn into customers.

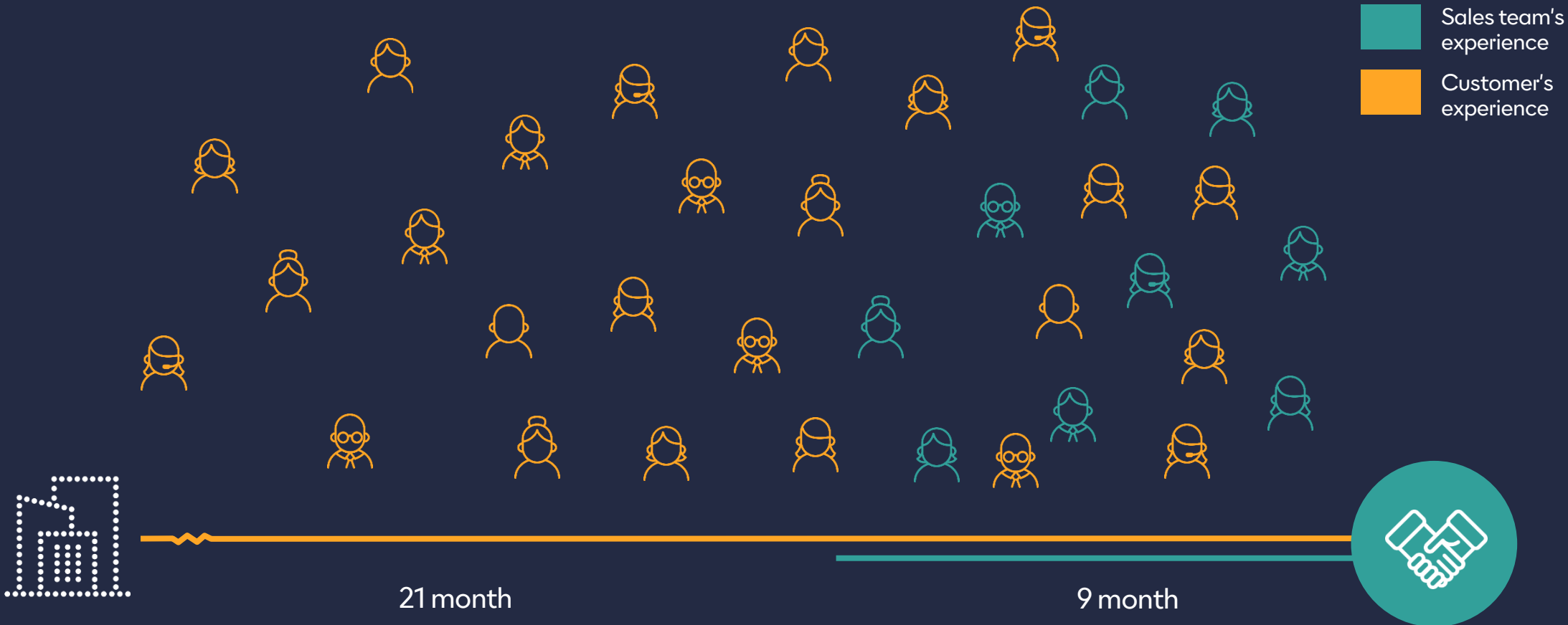
Focus on what matters.



What many don't know about Marketing support

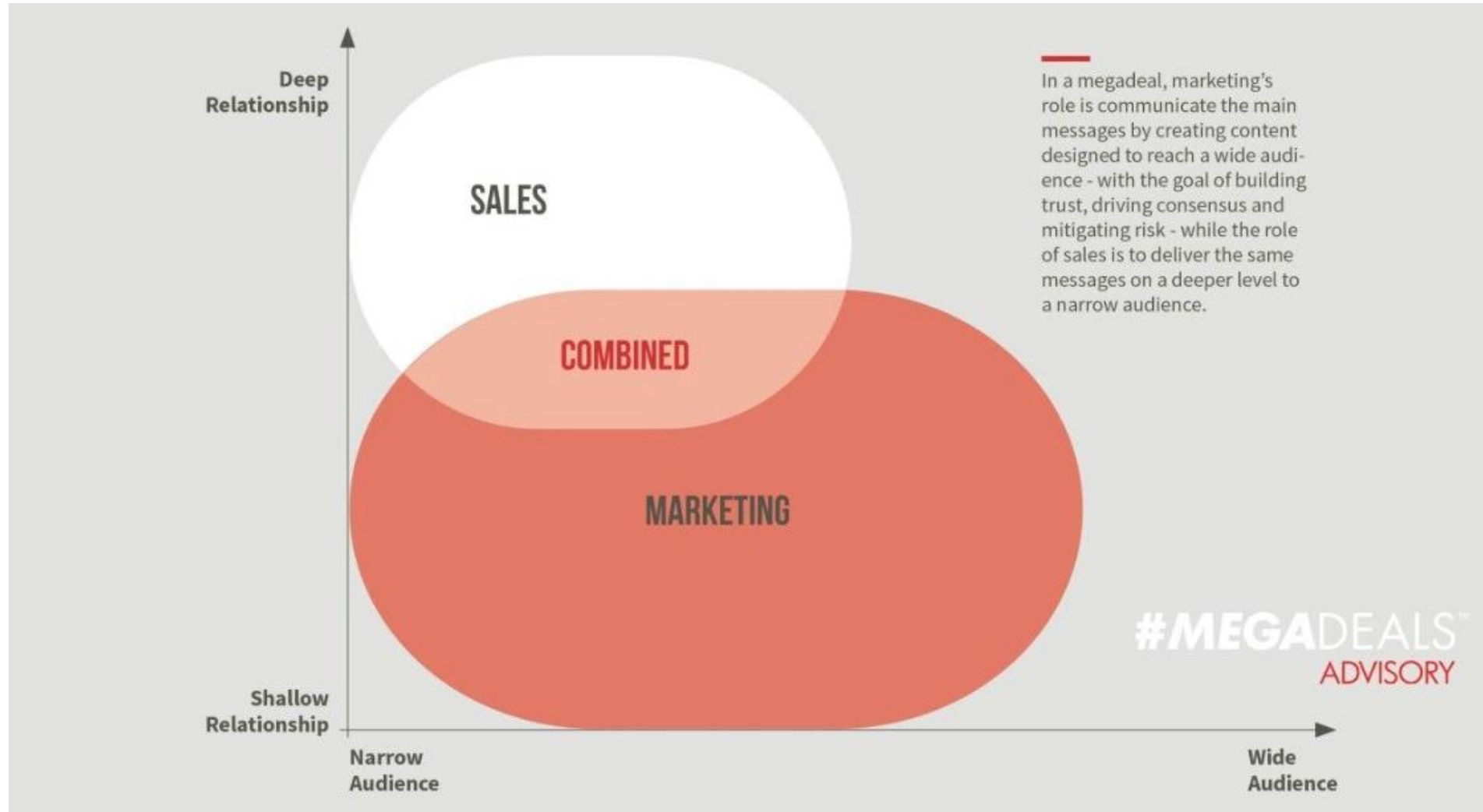
- Identify early interest
- Likelihood to close: Gut feeling vs data
- Account reach and ability to influence more
- Visibility and top of mind to all relevant people

A B2B Buyer's Journey is Long and Involves Many People



Source: Gartner

Sales and Marketing managing the account



Start small, but how?



**Web Visit
Insight**



**Account
Based
Advertising**

Web visit insights



Company visits
to your website



Valuable insights for
Sales and Marketing



Account Based Advertising

Reach and influence the accounts you prioritise

- Laser-focused ads
Only served to the selected accounts, with the message(s) you want them to see
- Increase awareness & be top of mind
Proactively target the accounts you want to reach
- Account insights
Learn what accounts are engaging with you, both with the ads and activity on your website

The screenshot shows the top of the Dagens Nyheter website. The main navigation bar includes categories like Nyheter, Ekonomi, Kultur, Sthlm, Gbg, Sport, Ledare, DN Debatt, and Insändare. A search bar and weather information are on the right. Below the navigation, there's a large advertisement for Bisnode. The ad features a colorful illustration of a green dinosaur-like creature and a yellow sheep-like creature. The text reads: "Grab the best potential with focused marketing and sales. Account Based Marketing will grow your business." To the right of the illustration is the Bisnode logo. Below the ad, there's a "Senaste nytt" section with several news items, including "Carl Johan von Seth: Magdalena Anderssons svängsretorik skapar onödigt osäkerhet" and "Nattsvart för näringslivet i Stockholm".

The screenshot shows the top of the Forbes website. The main navigation bar includes categories like Editors' Picks, Podcasts, Most Popular, Lists, and Video. A search bar is on the right. Below the navigation, there's a large advertisement for Bisnode. The ad features a close-up image of hands holding a green leaf. The text reads: "This Plant Could Help End An Epidemic, But Might It Be Outlawed?". To the right of the image is the Bisnode logo and a portrait of Christopher Strandell. The text next to the portrait reads: "Learn how to use ABM for your strategic accounts".

Siemens PLM Case

Reach and influence the accounts you prioritise

“Vendemore’s Account Based Marketing has given us proven results. We started with three accounts adding one more after three months. All became MQLs and SQLs with a total marketing pipeline value of £2.9 million”

Debbie Hage

UK Senior Marketing Manager, Siemens PLM Software UK



“Vendemore’s Account Based Marketing opened doors for conversations to take place where conventional methods and tools had been unsuccessful”

Sales and marketing alignment, a higher customer relevance in marketing content and ensuring that the right decision makers receive marketing messages that are relevant to them – these are goals that are high on the agenda for most companies. By implementing Account Based Marketing, Siemens PLM Software managed to achieve this and more.

SIEMENS
legacymaking for life

About Siemens PLM Software
Siemens PLM Software a business unit of the Siemens Digital Factory Division, is a leading global provider of software solutions to drive the digital transformation of industry. Its Smart Innovation Portfolio helps manufacturers optimize their Digital Enterprise and realize innovation.

Results

- All four accounts become MQLs and SQLs, and marketing pipeline generated up to £2.9million.
- Internal recognition as Best Global Campaign within Siemens PLM Software worldwide, winning the Wilson Award September 2016 for the Oil & Gas Campaign, “50% due to Vendemore’s Account Based Marketing!”
- The Vendemore campaign showed the level of interest from the technical & senior management audiences in the targeted accounts, which was combined with highly targeted and specific messaging that produced actionable insights for each account for the sales and marketing teams.

The business challenge
Siemens is a huge global brand, but the various units within it need to take extra steps to be recognised by the appropriate client base with their specific propositions. Much of the addressable market for Siemens PLM Software had not been effectively made aware of the solution on offer.

The opportunity
Within Siemens PLM Software’s key target industry, it is a challenge to effectively implement paid search, not least because it is hard to define what customers actually search for.
Four key target accounts had been worked on for 12-18 months using a variety of marketing and business development tactics, without successfully opening up a meaningful dialogue.

“Vendemore’s Account Based Marketing has given us proven results. We started with three accounts adding one more after three months, and all became MQLs and SQLs with a total marketing pipeline value of £2.9 million”

Debbie Hage
UK Senior Marketing Manager, Siemens PLM Software UK

These accounts were high priority, but considered cold. The challenge was to increase the contact base to get to top of mind in the account buying centers, while building on the knowledge and sales insight already gathered around the clients and their current projects.
As a result, this campaign was focused on pinpointing different areas to establish and build awareness within target account influencers and decision makers.

vendemore
A Siemens Company

vendemore.com
info@vendemore.com

twitter.com/vendemore
linkedin.com/company/vendemore

© Vendemore Nordic AB. All logos, trademarks, registered trademarks or service marks belong to their respective holders.



Thank you

Christopher Strandell

christopher.strandell@bisnode.com

www.linkedin.com/in/christopherstrandell



