ABM Program Success: ABM mix increases from 0% to 40% of demand generation in 6 months

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On the cutting edge. Triblio is a fantastic experience.

Ciaran Mahony, Director of Demand Generation, FinancialForce

Growth in Account-Based Demand Generation

0%	50%	80%
2016	2017	2018

FINANCIALFORCE

BACKGROUND

FinancialForce is a cloud ERP solution backed by Salesforce. Its ERP is customized for many different use cases such as accounting, professional services automation (PSA), human capital management (HCM), and supply chain management (HCM). FinancialForce needed an ABM platform to communicate their different solutions to target accounts across different geographies, buyer stages, and account tiers.

Back in the beginning of 2017, when FinancialForce first attempted ABM, its marketing team didn't involve sales and achieved limited results. Sensing that ABM could generate more revenue with orchestrated marketing and sales plays, they formed a "Pipeline SWAT Team."

Today, FinancialForce runs a sophisticated ABM program that coordinates multichannel marketing and sales plays across the purchase journey. They've shifted more than 50% of their demand generation from leads-based to account-based in order to grow pipeline impact. In some cases, campaign results improved by more than 2x.

TIER 1 ABM CAMPAIGN

Campaign Audiences Built from a Tiered Account List

One of the key improvements made by the Pipeline SWAT Team was target account segmentation. To pinpoint their most strategic accounts, they created segment "guardrails." These guardrails charted which segments would most likely win based on historical data, analysis of their customer base, and renewals.

FinancialForce currently organizes its target accounts into four tiers. Tier 1 consists of 30 accounts, which are assigned to specific AEs and SDR.

Sales and Marketing Synchronize 1:1 Campaigns

Tier 1 ABM campaigns surround key stakeholders with consistent 1:1 messaging across sales and marketing. Each campaign utilizes multiple channels, from direct mail to email, segment-specific ads, personalized landing pages, localized web messaging, regional events, and more.

Marketing campaigns are synchronized with sales plays from initial interest through opportunity creation to closed-won. For example, Tier 1 prospects receive different 3D mail as they progress through the purchase journey. Personalized sales follow-up can range from "great to meet you" cake pops to "thanks for taking a meeting" gadgets. Air coverage and web messaging also change by stage, as a prospect's content needs evolve.

Account Scores Trigger Sales Follow-up to Drive Meetings

FinancialForce's latest ABM program has marketers responsible for pipeline creation, not just leads. Now that they have a stake in driving meetings, they're incentivised to ensure proper sales follow-up. Alongside the SDR team, marketers design sales playbooks that are unique to each segment. They orchestrate ad offers to sync up with sales messaging and SDR emails to reference direct mail pieces.

All this activity is captured in an account score. At FinancialForce, marketing sets up account scoring on Triblio to trigger different plays at different points of interest. Triblio calculates account scores by capturing both known and unknown stakeholder behavior and aggregating this web behavior into buying centers and accounts. When in-target stakeholders engage with digital campaigns, their accounts begin to accumulate account scores. As accounts meet new account score thresholds, FinancialForce triggers sales plays directly in its CRM.

RESULTS

Want a better marker for successfully implementing ABM across the organization? In less than 6 months time, FinancialForce's Pipeline SWAT team shifted its demand generation from 0% to 40% account-based. And to better align ABM initiatives, SDRs moved from reporting to sales to reporting to marketing. The two teams now work together to orchestrate ABM across the purchase journey for each segment. AEs have seen an increase in opportunities, and FinancialForce anticipates that account-based demand generation will be at 80% by the end of 2018.
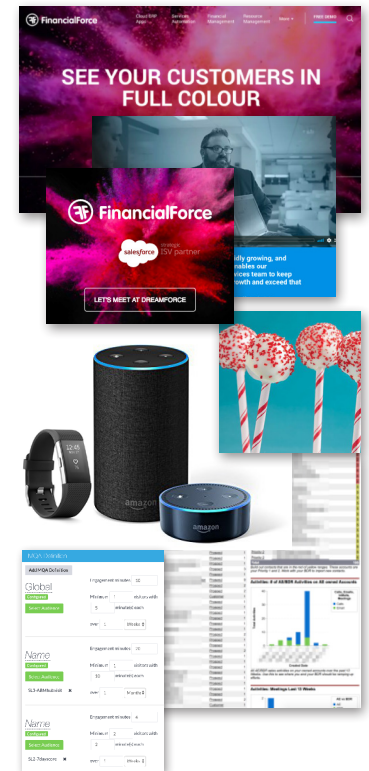
> " **Our number one KPI is driving pipeline for the sales team.**
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