



RingCentral®

CASE STUDY

Client: RingCentral

Location: Belmont, California

Industry: Cloud Communications



THE BIG STORY

RingCentral got total turnkey support from Campaign Stars to turn its omnichannel ABM vision into reality, from ideation and strategy to content and tactical execution in under 120 days.



BENEFITS



40% of existing targeted accounts booked meetings



97% of net-new targeted logos engaged



Delivered high-quality, on-demand personalized content to engage key accounts



Established a robust and repeatable omnichannel ABM engagement strategy



Provided full chest of content assets, including email and website copy, web ads, sales scripts, direct mail, gifts, LinkedIn outreach, and more



THE SOLUTION



ABM NOW! PRODUCT

Complete turnkey strategy and execution for ABM campaigns.

“

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”

- ALEX KRINEY, Senior Director of Enterprise Demand Generation, RingCentral



THE CLIENT

RingCentral, a Belmont, California-based cloud communications and collaboration company, is the world's #1 cloud-based communications provider, delivering all-in-one cloud phone systems with team messaging and video conferencing as well as complete contact center solutions for every business, no matter how big or small.



THE CHALLENGE

RingCentral delivers powerful, advanced platforms for its clients to better communicate and collaborate with their customers and internal teams.

But when it came to engaging its target prospects and existing accounts as part of a multi-channel ABM strategy, RingCentral needed help. From strategy to execution, RingCentral lacked the resources and experience to design, orchestrate, and execute the complexities of navigating a multi-touch, multi-channel, multi-contact ABM campaign - especially with multiple products and industry verticals involved.

Armed with a world-beating product but overwhelmed with everything required to turn its ABM plan into reality, RingCentral turned to the ABM experts at Campaign stars.



THE SOLUTION

Campaign Stars took the time to fully understand RingCentral's unique voice, value propositions, brand perspective, and specific goals for its ABM strategy. Programs focused on the acquisition of net-new logos and upselling and revenue expansion within existing accounts. Then, Campaign Stars hit the ground running to make RingCentral's ABM vision a reality.

RingCentral got the complete, turnkey, ideation-to-execution ABM support its strategy needed with Campaign Stars' ABM Now! product offering. With ABM Now!, RingCentral got a full omnichannel ABM attack, including strategy help ranging from messaging, target segmentation, multi-channel cadence scheduling, and account contact data, to full content and tactical cover including email campaign copy, sales scripts, LinkedIn messaging, hyper-personalized web ads, direct mail gifts and fulfillment, personalized microsite content pages, and the granular data analysis and tracking to power it all.

Even more importantly, RingCentral received the precise orchestration for all these omnichannel moving parts that only the ABM experts at Campaign Stars could provide. From coordinating email outreach from BDRs and AEs to perfectly timing direct mail deliveries with telephone and voicemail sales follow-ups, Campaign Stars provided the expertise, experience, and precision RingCentral needed to make its vision for its ABM campaign a profitable reality.

"We had the industry knowledge, but we didn't have the integrated programs or campaigns to effectively put it to work in ABM. Campaign Stars was able to build that for us," says Alex Kriney, Senior Director of Enterprise Demand Generation at RingCentral.

And these targeted, highly coordinated ABM campaigns quickly paid massive dividends for RingCentral. **Among targeted existing accounts, 40% have already become new opportunities for RingCentral, dramatically boosting upselling and cross-selling pipeline and improving client retention.** And for Kriney's team of BDRs, a tremendous **97% of targeted net-new logos are now actively engaging with RingCentral.**

"We're pulling all of that engagement data into our system and applying it to our engagement funnel scoring model, so not only are we seeing immediate results, but we're able to continuously hone and improve our future outreach and make it even more relevant," Kriney says. "Our ABM program is rolling now, and starting to support itself."

Armed with the ABM know-how and precision of Campaign Stars, RingCentral is now spending its marketing dollars much more wisely and efficiently while orchestrating with sales to share account insights and plans. This has helped boost deal velocity tremendously. And because less of its budget is being spent on traditional, inefficient marketing activities focused on generating "leads" versus revenues, RingCentral now has more resources to put towards its other key strategic initiatives - boosting its long-term planning and forecasting abilities.

That's how you go from zero to 100 with turnkey ABM help for your strategy. That's Campaign Stars.