

CASE STUDY: VERSIONONE

VersionOne Simplifies Account Targeting & Boosts Engagement Metrics By 88%



As the leader in unified Agile software development and DevOps solutions, VersionOne helps teams at all levels of enterprise IT organizations accelerate software delivery. Since its founding in 2002, VersionOne has evolved from development teams to being the Agile and DevOps platform for organizations with thousands of users, including 33 Fortune 100 companies and numerous major government agencies.

For Kristen Wendel, Director of Marketing Operations, and Peter Herbert, VP of Marketing at VersionOne, the journey to EverString began with a common pain point for many businesses at VersionOne's scale: Sales and marketing alignment.

Challenges

For years, VersionOne's business relied on inbound leads, yet they were often left out of evaluations. As the company grew from a transactional business to an enterprise-focused one, Peter and Kristen determined Account-Based Marketing (ABM), which involved selecting target accounts and pursuing them with an allbound strategy, would be a more effective approach. With a lean team competing against giants, VersionOne knew that selecting best-fit accounts and focusing time, energy, and budget on them was the best path forward.

Before VersionOne partnered with EverString, Peter and Kristen led an ABM launch in January 2016, yet struggled with identifying target accounts. The challenge was aligning sales and marketing teams on which accounts were the "best fit". Without the right data, Marketers had a tough time determining which accounts were most likely to buy. Sales struggled with inbound leads from accounts that did not meet their Ideal Customer Profile (ICP) and were not their target buyers. When selecting target prospects, reps would base their decisions on which accounts they recognized versus using data to identify where they were most likely to succeed.

Before EverString, the target selection process was manual, time-consuming, distracting for sales, and based on little more than revenue ranges and location. Additionally, leadership was spending too much time manually researching the total addressable market (TAM) and competitor presence.

"After the first time we selected target accounts, we knew we had to find a data-driven approach and take the account-selection process into marketing," said Wendel. "Sales needed our help, and there was no way we were going to let them spend any more time in meetings and not on the frontline selling."

“EverString helped us find the right accounts. If you don't find the right accounts, you'll spend the next 12 months struggling.”

- Peter Herbert, VP of Marketing

Why EverString?

The VersionOne team had a large potential market, involving thousands upon thousands of companies in the global IT field. They needed a predictive solution that could help them focus on best-fit accounts, was powerful, easy to use, and had minimal integration barriers. Additionally, since VersionOne was new to predictive analytics, they wanted a partner that was very proactive in the onboarding process and one that specialized in database expansion serving as an extension of their team.

Kristen and Peter considered several vendors and spent months evaluating options, but in the end EverString was the clear choice for all of their needs. From a marketing perspective, EverString is particularly useful with account selection and building target contacts. On the sales side, EverString's technology helps their team gain account insights to set appointments, open opportunities, and close deals.

VersionOne's sales and marketing were better aligned, since marketing simplified the process through a data-driven approach and provided a smart service to sales, building trust and confidence. Both teams used EverString to monitor VersionOne's progress with certain accounts and contacts. Because the marketing team had insights into these companies and individuals through the power of AI, they could then focus on personalizing their messaging and continue expanding their pipeline.

“With EverString, we are simply able to go faster, and faster in the right direction.”

- Kristen Wendel, Director of Marketing Operations

VersionOne's Account Targeting Goals and How EverString Plays a Role

Getting the right qualified leads and perfecting your company's messaging is crucial. That's precisely why VersionOne selected EverString as an important element in its business strategy.

“If you're not working on the right accounts, you are going to spend the next 12 months struggling,” Peter explained. This is why having insights into a very defined market was so important. With EverString's Audience Platform, they could not only build target accounts and contacts, but bolster sales development efforts to reach out in a more personalized, relevant way.

Across the board, EverString provides a holistic solution for VersionOne, creating team alignment, focusing efforts on the best-fit accounts, and streamlining numerous processes along the way.

“With EverString, we are simply able to go faster, and faster in the right direction,” said Wendel. “From AI-assisted account selection, to quick contact building and insights, we can do more to help sales and to help the company grow.”

The Value of AI Assisted Marketing

In the end, VersionOne discovered that AI-assisted capabilities are valuable for more than just Account-Based Marketing. Reps working in the mid-market and SMB were also able to discover new accounts and contacts with the highest fit. With EverString's unique AI-powered platform and audience segmentation capabilities, the VersionOne team tackled these challenges and was able to find and engage the best-fit accounts to grow new business throughout the organization.