



## How Qlik's ABM Campaign Outperformed Industry Benchmarks by Over 137%

### THE CHALLENGE

#### No way to create personalized content journeys to engage target accounts

Since Qlik sells into many diverse verticals, Melissa needed to illustrate how prospects in vastly different industries would benefit from their BI and data analytics software. Melissa relied on paid ads, customized with the account name, to get the Qlik brand in front of those target accounts, but she needed a way to deliver personalized experiences on the other side of the click. With a small but mighty team, Melissa searched for a solution that would enable buyers to consume personalized content at scale, and turn them into qualified leads.

### THE SOLUTION

#### Personalized content journeys that enable target accounts to consume more content per click

Melissa used PathFactory Content Tracks to quickly curate personalized content journeys for 100 target accounts. PathFactory allowed her to sequence a variety of existing content in different formats—including video, long form content, and blogs—in a single seamless, bingeable experience. By enabling target accounts to binge content and self-educate, Melissa was able to effectively convert many of her target accounts into qualified leads in the pipeline.



“PathFactory gave our team a quick and easy way to personalize content journeys at scale, allowing us to run an extremely successful ABM campaign without draining our limited resources.”

Melissa Alonso,  
Director, Global Strategic Account Marketing

Industry: **Software**  
Company size: **2,697**  
Main pain point: **No way to personalize content at scale for ABM**

### THE RESULTS

**83%**

engagement from strategic accounts, compared to a 20-35% industry benchmark

**252%**

increase in content consumption

**\$84M**

sales pipeline contribution