

leadspace

BloomReach sources 78% of net-new pipeline with ABM driven by Leadspace

CHALLENGE

BloomReach was an early adopter of account-based marketing (ABM) to better reach their target audience of leading e-commerce retailers like Neiman Marcus, Nordstrom, and Staples. Chief Marketing Technologist Jason Seeba knew he needed to identify the right people in target accounts. He also needed up-to-date contact information, demographics, and firmographics to better focus demand gen and sales development efforts.

BloomReach provides organic search, personalized site-search and digital marketing and merchandising applications to its customers. Jason and the BloomReach marketing team needed a better way to segment their target audience and determine which product was the best fit for each prospect. Segmenting leads by titles or behavior wasn't going to be enough; they needed to understand their prospects on a deeper level.

SOLUTION

Jason and his team use **Leadspace Prospecting** to discover net-new leads with up-to-date contact information. Built on BloomReach's unique **Ideal Customer Profile**, Leadspace Prospecting:

- identified the best prospect names already in BloomReach's target account lists,
- discovered net-new prospect accounts and the most relevant contacts in each,
- enriched the list with up-to-date contact info and firmographic data like company revenue.

In launching new BloomReach products, Jason turned to Leadspace Predictive Scoring, which scores leads against each BloomReach product, once again using custom-crafted Ideal Customer Profiles.



With Leadspace, BloomReach was able to:

- Source 78% of net-new pipeline
- Better understand and optimize marketing ROI
- Improve the reach and return of new product launch campaigns
- Maximize their Salesforce investment with better data

“LeadSPACE systematically helps us find and prioritize the right people in our target accounts. We can map our universe—one of the core tenets of our account-based marketing strategy at BloomReach.”

- Jason Seeba, Chief Marketing Technologist, BloomReach

Predictive Scoring:

- analyzed each lead’s fit, intent, and behavioral data,
- scored them against BloomReach’s Ideal Customer Profile to identify the highest-value prospects most likely to buy,
- identified which products a BloomReach SDR should pitch to each target based on the prospect’s interest and intent.

LeadSPACE Prospecting expanded the BloomReach target account list and delivered information on the most relevant people.

RESULTS

- **More reliable pipeline:** BloomReach’s own analysis of opportunity by lead source shows LeadSPACE Prospecting provides the names that account for 78% of net-new pipeline.
- **Optimized marketing ROI:** LeadSPACE Predictive Scoring shows Jason the quality of every lead source, so he can better analyze the ROI of programs like tradeshows or webinars the moment they end.
- **More effective engagement:** Jason sets SDR priorities by target accounts and LeadSPACE lead scores, so BloomReach can continually focus on quality engagement with the best prospects.
- **Better CRM data:** LeadSPACE connects to Salesforce to automatically update when prospects move to new companies, so BloomReach can better focus its campaigns, account management, and outbound prospecting efforts on the right people.

MORE ABOUT BLOOMREACH

BloomReach has created a new technology layer businesses can plug into to increase their products’ and services’ visibility on the Internet. Their core technology - the Web Relevance Engine - uses natural-language processing and machine-learning to algorithmically understand website content and visitors, matching it with demand and intent data from

across the Web. BloomReach uses machine learning, natural language processing, and big data to optimize sites for each shopper, increasing the likelihood of sale. The BloomReach platform makes content more discoverable, relevant, and profitable for clients like Neiman Marcus, Nordstrom, and Staples.

MORE ABOUT LEADSPACE

To find out how Leadspace can help you get results like these, visit www.leadspace.com, request a call by filling out a [quick form](#), or call us at (855) 532-3772.

ABOUT LEADSPACE

Leadspace is the only end-to-end predictive analytics platform built from the individual up, leading to real actionability and dramatic improvements in B2B sales & marketing effectiveness. The Leadspace platform combines extensive social, web, intent, and structured data to find and score in real time both companies and individuals who have the greatest intent to buy. Leadspace is trusted by over 100 of the leading B2B brands such as Oracle, Autodesk, Bloomreach and Five9. The company is based in San Francisco and Tel Aviv and backed by Battery Ventures, JVP and Vertex.

For a demo or to learn more, visit leadspace.com.