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Greetings, marketers!

Welcome to our first — and very special — *ABM In Action* issue of 2022! It's been a long, busy and eventful year so far. We just recently held our **B2BMX: Next-Level ABM** event in early June, where more than 1,000 attendees tuned in virtually to hear the latest account-based trends and success stories from top practitioners and analysts in the space. Based on the turnout for the event, and the awesome results ABMers have seen from the practice, it's safe to say ABM is thriving and evolving at a rapid pace.

The ABM solutions helping to drive this evolution and providing practitioners with the tools they need to succeed in their account-based plays deserve some credit here. *ABM In Action* and *Demand Gen Report* are lucky enough to work closely with many of these vendors and watch and learn from them as they continue to provide new capabilities and innovations to get ABM programs off the ground and scale.

One of those companies is Triblio, a predictive orchestration ABM platform designed to convert intent into revenue. Founded in 2014 by former Eloqua executive, Andre Yee, Triblio has blossomed into one of the leading account-based marketing providers in the market today. The company has of course evolved with the times and needs of ABM practitioners and has since merged with Foundry (formerly IDG) to continue advancements.

To shine a light on some of the success Triblio customers have seen with the tool, we teamed up with the Triblio team to bring you this issue of *ABMIA*. Our cover story starring Treasure Data is the perfect example of ABM done right. The company's demand gen leader Steven Tsao spoke with our Managing Editor Kelly Lindenau to share how he got Treasure Data's ABM strategy off the ground in early 2020 from just 30 accounts to more than 1,000 named accounts today!

You'll also hear how SugarCRM achieved millions in pipeline ($2.8M in just one quarter alone!) by leveraging intent with ABM orchestration, and how an enterprise energy and power generation company's highly segmented and personalized ABM strategy generated incredible engagement rates.

I hope you enjoy diving into these real-world stories and gain the inspiration you need to reach your target audiences. As always, my team and I look forward to your feedback. Share your thoughts on Twitter by tagging us on **@ABM_In_Action** or reach out to me directly!

Cheers!

CRAFTING THE ABM PROGRAM OF THE FUTURE

By Kelly Lindenau

ABM is nearly synonymous with marketing strategies, so it's not surprising that **98% of organizations** have an ABM strategy in place. However, what is surprising is when a company climbs out of the 2% and quickly establishes itself as an innovator in the space in just two short years — which brings us to the story of enterprise customer data platform **Treasure Data**.

"Account-based strategy for Treasure Data officially started at the beginning of 2020, when the company shifted and focused all resources to support the top verticals," said Steven Tsao, the company's Demand Generation Leader. "We started by targeting just 30 top accounts, and we are now engaging with more than 1,000 named accounts in 2022."

As the wider organization took notes on the progress observed in Treasure Data's account-based strategy, Tsao explained that more resources are now being devoted to replicate those successes and more verticals are eager to join in on the ABM successes.

"Based on this new vision, cross-functional groups — SDRs, sales, marketing, SMEs, CSMs, etc. — all came together to embrace this new account-based strategy direction," explained Tsao.

So, how did the company achieve this meteoric rise? According to Tsao, it was through a combination of testing pilot programs to a small collection of target accounts, serving up intelligent content that met buyers' specific needs and, of course, strong internal alignment. And it all started with a phased approach to laying the groundwork and expanding Treasure Data's capabilities.

Crawling, Walking & Running To A Successful Strategy

The journey to achieving that dramatic rise in account targeting didn't happen overnight — or come easy. When Treasure Data was working to get its ABM program off the ground, it turned to the all too familiar "crawl, walk, run" approach.

Tsao explained that when initially laying the groundwork for Treasure Data's account-based strategies, he and his team focused on activating their target accounts. To do so, they served up account-based advertisements to a select few audience segments and used engagement as their KPI, "to prove ABM was working for our target accounts and verticals," Tsao explained.

Next, the company turned its focus to building upon the foundation it set into place. As it entered the walk stage, Treasure Data started to build more complex audience segments and models while activating multiple marketing channels to "surround" its target account with relevant content — "at this moment, we started to measure pipeline impact and marketing-generated revenue," noted Tsao.

Finally, with more experience under its belt, the company started to "run" with its program. Treasure Data built a comprehensive ABM model — through the help of artificial intelligence and machine learning — to fully unleash omnichannel activation and serve the right message to the right audience at the right time, in addition to delivering that outreach to multiple audiences across various sales stages at the same time.

At the run stage, Tsao explained that the company looked at multi-touch marketing attribution and closed-loop ROI analysis from its account-based strategy efforts to measure the success of its ABM program.

Weaving through all those stages was the overarching theme of alignment. Tsao explained that the team keeps each other honest by maintaining open lines of communication as, "letting the company know about our ABM successes was crucial for visibility and showcased that account-based strategies are a team sport that needs every player's participation and dedication."

As part of that initiative, Tsao continued that Treasure Data has quarterly ABM program reviews with its executive team and monthly reporting with its marketing team for ABM status updates.

Fueling Outreach With The Right Content

Steven Tsao, Demand Generation Leader, Treasure Data

ABM has come a long way from the early days of just praying that you're serving the right messages to the right accounts."

ABM strategies are only as successful as their content, and in the modern B2B world, throwing out a generic asset to an industry-specific list of accounts isn't enough. Instead, buyers are demanding highly targeted, personalized outreach.

"ABM has come a long way from the early days of just praying that you're serving the right messages to the right accounts," said Tsao. "Now, it's about pinpointing the right titles within a global organization and serving them such compelling offers that they have to check out your products and business."

In fact, this need for personalization at scale is something that's stumped ABM marketers for some time now: Research has found that **46% of organizations** struggle in this area, which Tsao attributed to the industry's current "evolution of continual improvement." A major step to overcoming that challenge is understanding the type of information/assets each account is looking for.

Research has found that accounts demand assets that are industry-specific (61%), role-specific (55%) and highly targeted to the individual account's challenges and needs (51%). Tsao explained Treasure Data utilizes orchestration and AI to detect the "body language" of its target audience to meet those desires and mentioned that, in general, systems are becoming more complex as companies strive to meet those desires.

With a clear need for research- and data-based campaigns that focus on personalization and interactivity, Tsao explained that Treasure Data is using "all sorts of content" to surround its target accounts with the right messaging at the right time. Treasure Data's portfolio of content clearly taps into marketers' preferences, as the company relies on:

- Reports, which **55% of marketers** prefer;

- White papers, something **52% of marketers** desire;

- Videos, wanted by **42% of buyers**;

- Self-assessments, which meet the needs of **49% of marketers**;

- Guides, demanded by **58% of buyers**; and

- Invitations to special events, desired by **57% of marketers**.

When looking toward the future, Tsao wants to guide Treasure Data to more a self-service model for accounts, where each target can select the information they want to consume on their own terms.

"The next evolution for us is 'ABM-on-demand,' where the target accounts select the information they are interested in seeing and then receive messages determined by their intent," explained Tsao. "No one wants to be served an infomercial, but everyone's always interested in learning more about solutions that can enhance their career or help their company be successful."
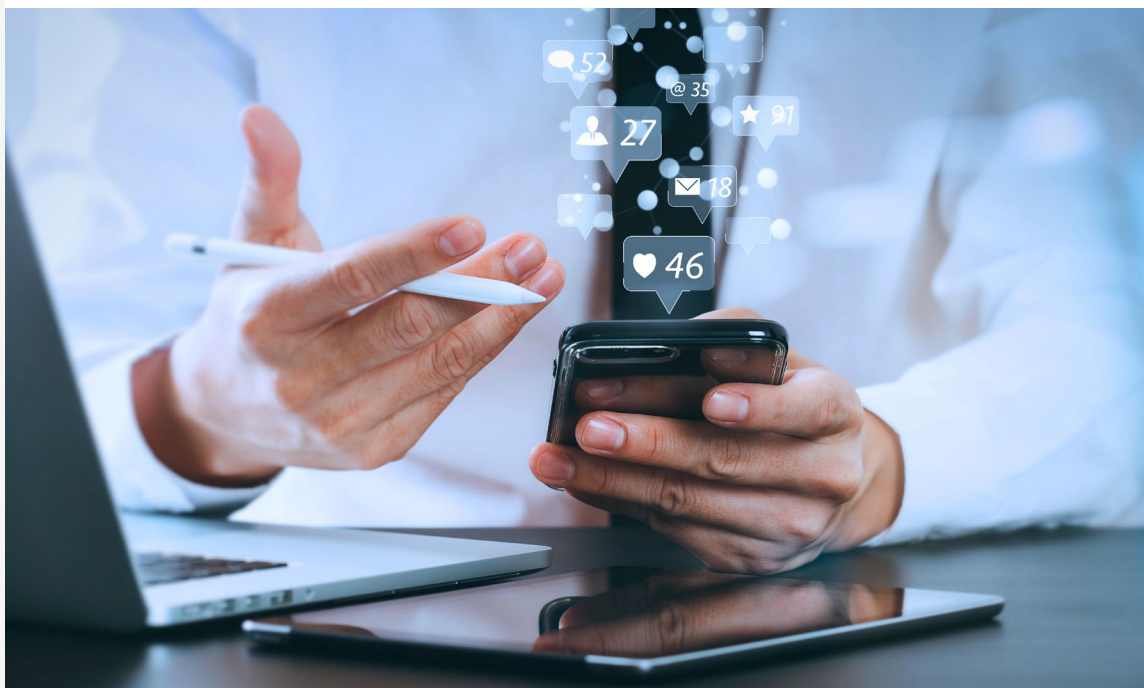
Making It All Possible With Tech

Of course, that impressive evolution wouldn't have happened that quickly if it wasn't for technology. While Tsao admitted the company used a different ABM platform to get Treasure Data's strategy off the ground, it quickly outgrew that solution and needed a more robust platform that was able to scale with its maturing ABM needs. Enter Triblio's end-to-end ABM platform.

"Triblio proved to be multiple systems in one: We had different systems to track our web engagement, enrich the contact data and ABM ad serving needs," he explained. "Then, we started to measure MQAs generated from ABM and how all marketing efforts from Triblio are impacting our pipeline. Triblio was able to combine all those capabilities into one, and the Managed Services was there to guide us all along the way."

Specifically, Tsao highlighted that the Managed Services feature "provided best practices every step of the way and served as our 'guard-rail' if we deviated too far from the path." And, of course, with a more mature strategy comes the challenge of measurement — another task the Triblio platform was built to handle.

"There is no way I can track the progress of all concurrent ABM programs running to date, and Triblio is able to be an extension of my team to achieve its goal of engaging and converting target accounts into pipeline," explained Tsao.

And, in terms of its content strategies, Tsao explained that Triblio is capable to serve Treasure Data's messages to target accounts in an omnichannel surround methodology.

My biggest piece of advice is to know which stage of the ABM journey you are on, maximize your efforts and not bite off more than you can chew."

It's clear that accomplishing such exponential growth doesn't always come easy, and Tsao explained that the company hit its fair share of growing pains. However, by starting slow, establishing a strong foundation and adopting technology that increased the intelligence of Treasure Data's account-based outreach, Tsao and his team successfully set up the organization for ABM success.

"My biggest piece of advice is to know which stage of the ABM journey you are on, maximize your efforts and not bite off more than you can chew," said Tsao. "When you take these learnings under consideration, you can craft the ABM programs of the future."

Triblio

SUGARCRM'S WINNING ABM FORMULA BOASTS $9.9M IN INFLUENCED PIPELINE
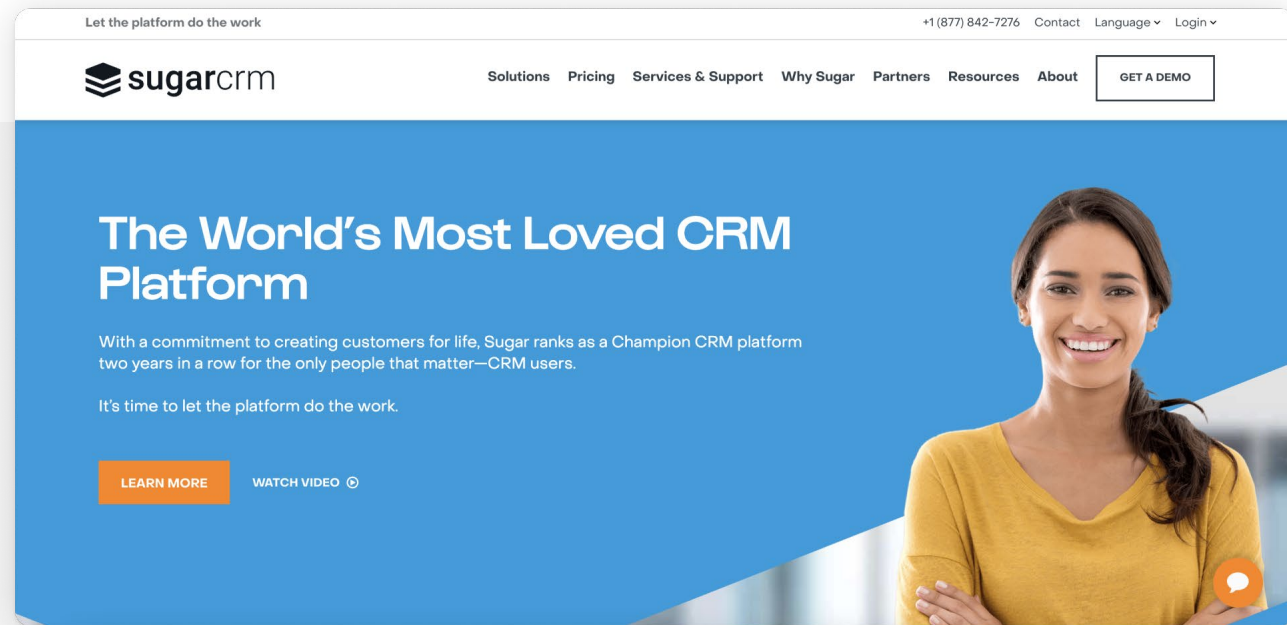
SugarCRM aims to help marketing, sales and service teams get a clear picture of each customer to help businesses reach new levels of performance and predictability. Thousands of companies in more than 120 countries rely on Sugar to achieve high-definition CX by letting the platform do the work.

Sugar operates in a mature market with stiff competition. In a recent survey of sales and marketing professionals, Sugar found that only 20% of sales and 2% of marketers say they are "perfectly aligned." Alignment is a universal challenge for B2B companies, often because data is siloed between marketing and sales teams, making actionable insights difficult to identify. The Sugar team was seeking ways to stand out within the CRM market and find the perfect addition to their tech stack that would support their ABM effort with sales orchestration features. Sugar needed to reduce pipeline blind spots, beat competitors to conversions and drive revenue.

ABM Ebook

How to Optimize Your ABM Strategy with Intent Data

What intent data is and how to use it to make your ABM campaigns more effective.

It's no secret that B2B buyers are changing. With growing demand for self-service buying experiences, the point at which buyers are identified becomes later and later in their journey, unless you leverage intent data. In this guide from Triblio, KickFire, and Demand Gen Report you'll learn about the different types of intent data, and how you can use them to build an account list for ABM, create a predictive ABM orchestration engine, and optimize for ABM campaign success.
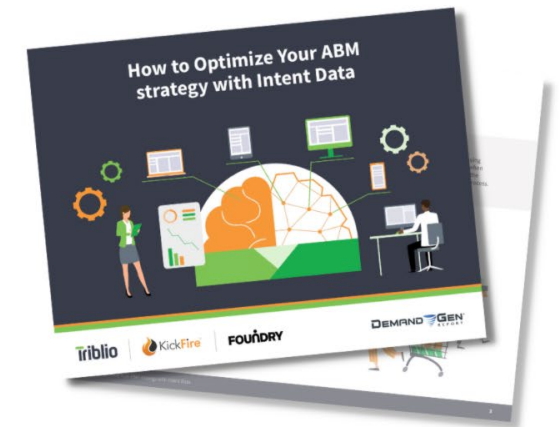
Grow your pipeline fast with Triblio

See Triblio in Action

Converting Buyers & Accelerating Pipeline With A Targeted, Intent-Driven Strategy

Sugar leveraged the **Triblio** platform, **Bombora Surge Topics** and **G2 intent data signals** to identify in-market accounts early and galvanize sales and marketing to discover pipeline as one team. As Clare Dorrian, Chief Marketing Officer of SugarCRM, puts it, "The combination of SugarCRM, Bombora and Triblio is the winning formula, allowing us to find and engage with target audiences in a smart way."

By leveraging intent data with ABM orchestration, the team hoped to lift account engagement in their target accounts and build out additional high-fit, high-intent audiences within their ideal customer profile (ICP). By utilizing Bombora intent data to identify surging accounts, the company could target unknown prospects or accounts showing confirmed interest. The team took this a step further by serving up 1:1 landing pages (using Triblio Smart Pages™) to connect with prospects. Triblio was also adopted across customer initiatives to promote awareness, cross-sell and upsell opportunities via advertising, personalized website experiences and proactive data-based outreach.

Triblio's integration with Sugar makes marketing information finally actionable for sales. With a high-definition customer view of account activity — paired with Bombora intent data — valuable account insights are visible within a single view. Jason Rushforth, SVP & GM SugarCRM Americas, explained, "We can now use our data elements to build dashboards and reports with Triblio Smart Score™ to create a holistic view for sales directly within Sugar."

The marketing team views surging account intent topics and data to understand an account's buying experience up to the point of contact with sales. The sales team uses Triblio's ABM Analytics Module embedded directly into Sugar, as well as Orchestration alerts and personalized Sugar dashboards to inform their sales plays and outreach strategies. These insights enable sales to optimize initial conversations with hot accounts and allow marketing to properly nurture existing accounts with personalized digital experiences.

> "
> *The combination of SugarCRM, Bombora and Triblio is the winning formula, allowing us to find and engage with target audiences in a smart way."*

Aligning Marketing & Sales To Achieve $9.9M In Influenced Pipeline

Since implementing an ABM strategy, Sugar has generated $9.9M in influenced pipeline attribution from their ABM efforts, with an estimated $2.8M in the first quarter alone.

Sugar's winning formula is better aligned marketing and sales initiatives and a highly cohesive strategy when engaging with buyers. By aligning insights under one shared field of view, the Sugar team saves time and utilizes intent signals to be first to the conversation with the proper messaging. They reduce unnecessary busy work and prioritize their days around building pipeline with accounts likely to convert. The team's unified structure and strategy with Triblio and Bombora have enabled them to build a stronger pipeline and close more deals.

HOW AN ENTERPRISE ORG ACHIEVED AN 83% TARGET ACCOUNT CONTENT ENGAGEMENT RATE

By Kirsten Yee, Triblio

Triblio Customer Success Managers provide strategic advice and ABM guidance to a wide variety of organizations. One of the first steps in establishing a successful ABM program is building a well-defined, scalable segmentation strategy.

One of our customers that's doing an awesome job with their segmentation strategy is an enterprise energy and power generation company. This team started their ABM journey with Triblio more than four years ago and have worked alongside our Customer Success Managers to build a robust segmentation strategy along the way.

THE CHALLENGE

As a global energy and power generation company, the marketing team faces the challenge of a niche total addressable market. They are not the typical software company doing ABM; they are focused on large, complex deals that are highly localized. Identifying the right accounts isn't the problem: Their marketing team's task is to ensure that they are topping the shortlist as soon as a prospect enters a buying cycle.

Companies with limited target accounts focusing on deals with long sales cycles rely heavily on brand awareness to nurture prospects at all times. This enterprise energy company needed to consistently push its brand to stay top of mind for potential customers in different regions.

THE SOLUTION

After partnering with Triblio, this customer focused on segmentation so nurture campaigns could be hyper-personalized. Segmenting has been refined over time, but target accounts are broken into segments across two axis:

1. Named Accounts (approx. 2,200) vs. Tier 2 Accounts (the rest of their TAM)

2. Target Region

For their named accounts, they create display ads to provide air cover and brand awareness to establish expertise in addressing energy generation challenges. Accounts divided by region have localized display ad messaging, calling out specific energy challenges in

the target region and outlining how they can (and have) helped solve them. When these prospects begin to engage with the customer's website, they are greeted with a personalized web experience (messaging and imagery) or pop-up CTA based on their segment.

A refined segmentation strategy drives the most successful display ad and personalization campaigns. Accounts are nurtured with a message that feels 1:1, despite it targeting entire regions. That way when a prospect enters the consideration stage of the buying cycle, the enterprise energy company is top of mind.

THE RESULTS

This highly segmented and personalized ABM strategy has been refined over the years but the success continues to grow. Globally in the last six months, this customer has:

- Reached and saturated the buying group within 91% of the 2,200 named accounts via display advertising;

- Seen 83% of the target accounts from that segment have visited their website and engaged with their content; and

- Enabled their marketing team to maintain more than 50 personalized experiences at any given time.

The customer continues to focus on improving the segmentation strategy to create the best experience for prospects and to keep their brand cemented as a leader in the global energy generation marketplace.

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