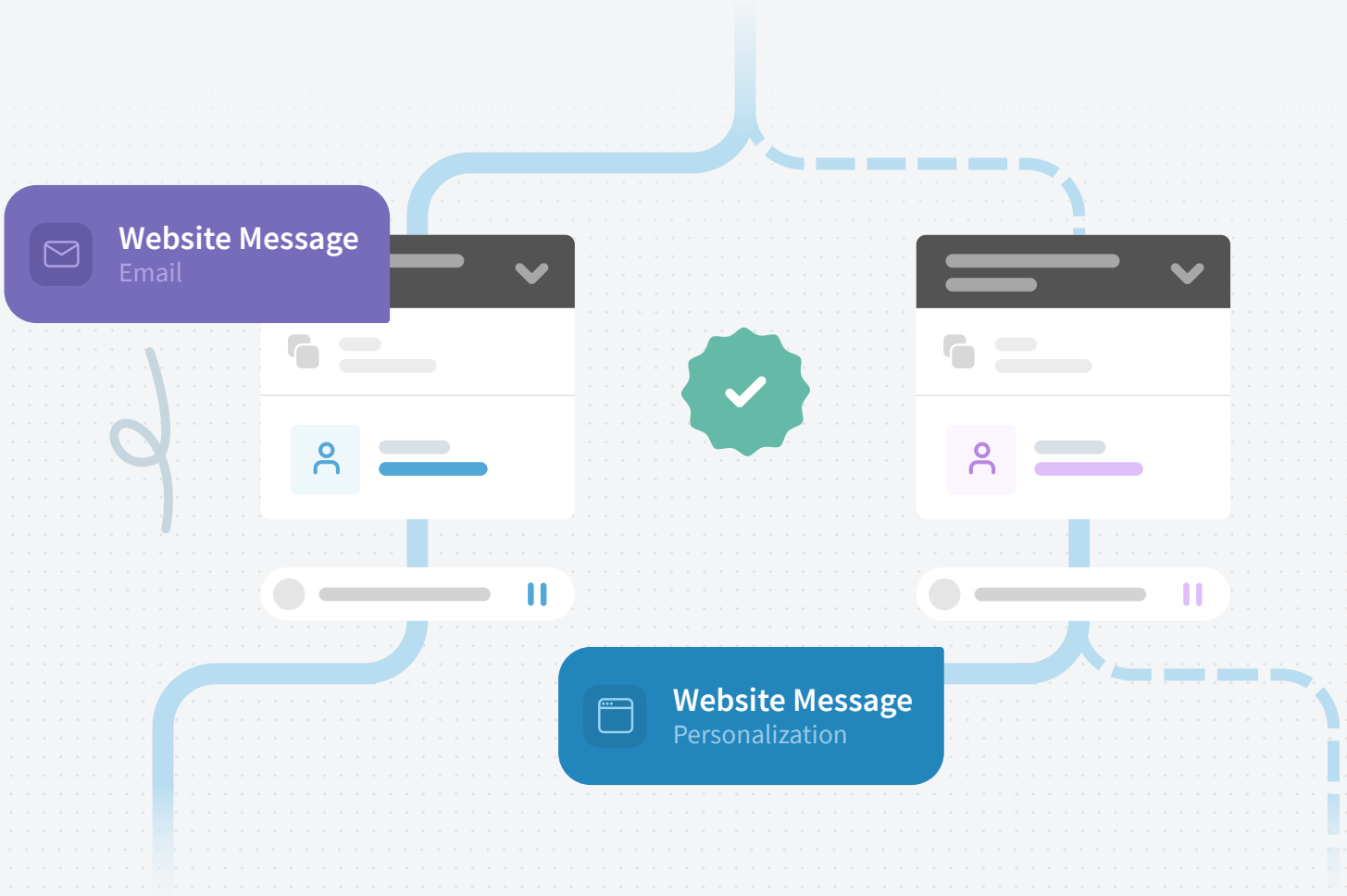
triblio

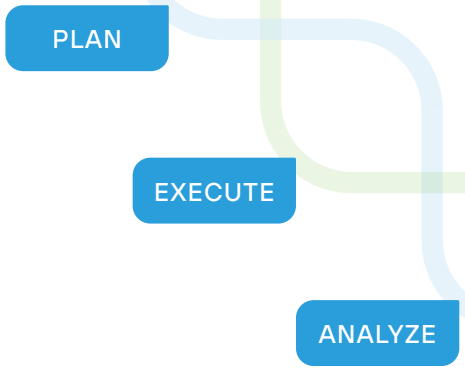
EBOOK

The Modern Marketer's Guide to Orchestration



Preface

In the Modern Marketer's Guide to Orchestration, you will find content aimed to get your organization ready to plan, execute, and analyze orchestrated ABM campaigns. Setting you up for ABM success with intent-driven, highly personalized campaigns that will automatically nurture buyers through the purchase journey. Additionally, you will have access to a real-life case study from a Triblio customer.



> Making B2B purchases can feel like a complex and risky process for the buyers. ABM Orchestration is about making it easier by nurturing the whole buying team with personalized content from start to finish, and doing that across channels to reach everyone involved in the decision.

Andrew Mahr

Chief Customer Officer, Triblio

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Introduction to ABM Orchestration

What is ABM Campaign Orchestration?

ABM Orchestration is the unified execution of multichannel, multistage campaigns that deliver the right message, at the right time, to the right buyers. Orchestration gives revenue teams the ability to take a data-driven approach to their total addressable market by utilizing predictive AI to uncover high-fit, high-intent accounts in real time. After identifying high-fit high-intent accounts, orchestration empowers marketers to coordinate multichannel campaigns at scale, so marketers and salespeople know which campaigns to run, when.

Why Orchestrate Campaigns?

Modern marketing campaigns consist of many channels including display advertising, social advertising, web personalization, email marketing, sales activation, and direct mail. While each channel is powerful individually, its impact is limited when siloed away from other campaign elements.

With so much noise surrounding prospective B2B customers, you have to cut through with campaigns that are actually focused on accounts with the propensity to buy. Once you identify those accounts, you cannot waste prospects' time with a generic experience.

ABM orchestration paired with intent data creates a positive buying experience for prospects and vendors alike. It gives visibility to vendors on who is actually interested and interacting across multiple marketing channels and what prospects need to move on to a different nurture campaign; and provides prospects with messaging relevant to them.

By deploying consistent cross-channel messaging using ABM and intent data, organizations see increased overall return on their efforts. Throughout the Triblio customer base, we found that ABM orchestration created a noticeable lift across multiple channels:

EMAIL CAMPAIGNS

2x higher response rate

ADVERTISING

3x increase in traffic from high-intent accounts

WEB PERSONALIZATION

20% higher rate of form fills

Build your Audience with Intent

Manual list building is the bane of every marketing and sales team's existence. It's labor intensive, time consuming, and can miss key opportunities that other methods are able to uncover. So it's no wonder that intent data has become such a hot commodity in recent years. But on its own, static first or third-party intent data can't create the full picture of the buyer's journey that you can achieve with predictive intent-based orchestration.

What is intent data?

Intent data refers to any signal that shows a buyer is in market to purchase your products.

There are two forms of intent, both critical to optimizing your ABM program to win deals.

> By the end of 2022, **more than 70% of B2B marketers** can be expected to utilize third-party intent data to target buyers.
>
> *- Gartner*

First-Party Intent Data

First-party intent data is all around you, it's every interaction a person has with your business. First-party intent data signals include interactions such as:

- Attending a webinar your company hosted
- Opening an email your company sent
- Engaging with your company's ad
- Visiting a page on your company's site

First-party intent data tends to be lower-funnel actions with a lower volume of high value prospects.

Third-Party Intent Data

Third-party intent data consists of signals that come from outside sources. It offers a broader scope of activity, with the ability to uncover demand you didn't know was there. Examples of third-party intent data signals include:

- Attending an industry event
- Researching a service on a review platform
- Viewing analyst white papers
- Reading industry publications on specified topics

Third-party intent data tends to be higher-funnel actions that apply to a large volume of prospects earlier in their buying journey.

Build your Audience with Intent *continued*

Chances are, you're already using first-party intent data to some degree. But by combining first-party intent data with third-party intent data in real time you can create a more complete view of your accounts. This is especially true since first-party data is more likely to be lower funnel actions, compared to third-party data. By supplementing with third-party data, you're able to identify buyers earlier in their journey.

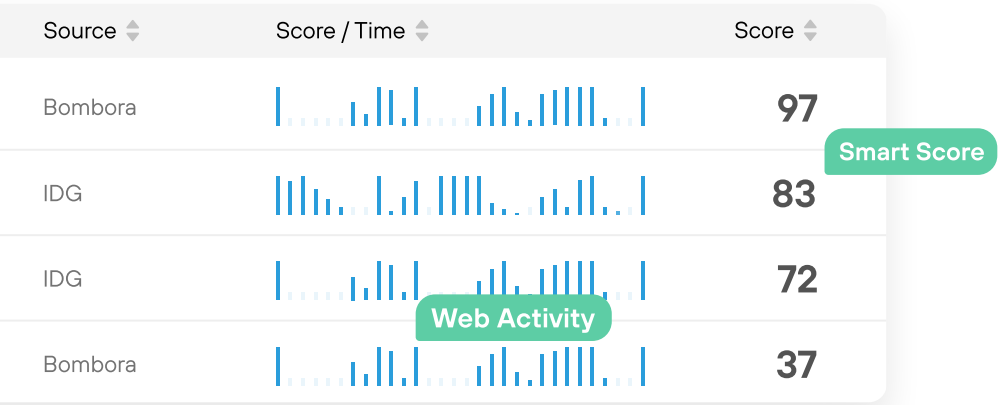
By combining these signals with your first-party intent data, you achieve a unified account view and a decipherable buyer journey. Once you've connected your intent data sources, it's time to make them actionable. To fully leverage intent data, you need to be able to assign different values to different signals. For example, attending an in-person event hosted by your company is a much higher intent action than reading a related industry publication. This is where scoring comes into play.

Build your Audience with Intent *continued*

Smart Scoring

Accounts at any time will have a multitude of data points, but how do you prioritize the data that's most important? A traditional scoring method is manually configured by marketers, relying on you to define rules on how to prioritize your accounts based on data points. The drawback to traditional scoring is that it can be arbitrary, limited to known contacts, and is typically one-size-fits-all, not adapting to vastly different account sizes. In contrast, predictive scoring can be intelligent - baselined against historical norms, expansive - including anonymous parties and third-party signals, and adaptive - treating larger / smaller accounts differently.

Traditional Scoring	Triblio Smart Scoring
Arbitrary - a user assigns points to activities	**Intelligent** - score are baselined against historical norms in an account and learn from changes in account behavior
Limited - only includes first party interactions with known contacts	**Expansive** - adds anonymous signals from multiple parties and signals from third party properties
One-size fits all - amount of activity is not relative to account size	**Adaptive** - larger accounts will require a larger amount of activity to see a spike



Once you've settled on an account scoring methodology, you can prioritize accounts with intent data by their score.

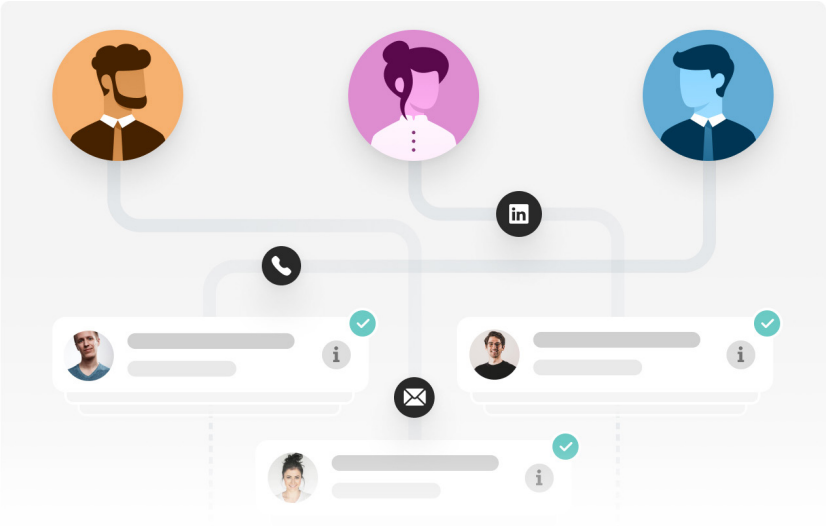
Introducing the FIRE Data Strategy

FIRE (fit, intent, recency, and engagement)

One of the trickiest aspects of outbounding is effectively narrowing down your audience. Having a scoring system allows you to prioritize discovered accounts in order to maximize efficiency of your sales team efforts. Once you have a scoring system for your intent data signals, you can combine those scores with further context to prioritize sales outbound using the FIRE data method.

In the FIRE method, accounts are prioritized by:

- **Fit** - firmographic fit based on your ideal customer profile (ICP) including company characteristics such as size, industry, location, job title, etc.
- **Intent** - first and third-party intent data signals from the account
- **Recency** - the last point of contact from the account
- **Engagement** - the content the account is engaging with



By combining these factors, you're able to prioritize accounts in a more meaningful way than if you looked at these factors independently.

For example, an intent data signal isn't valuable if it's weeks old, or if shown by someone outside your ICP. By combining smart scoring of intent signals (intent, recency) with firmographic fit, and engagement, sales teams can effectively prioritize their total addressable market to ensure they're reaching out to the right people at the right time. Utilize the FIRE data strategy as you build your campaign audiences, and you'll be off to a great start.

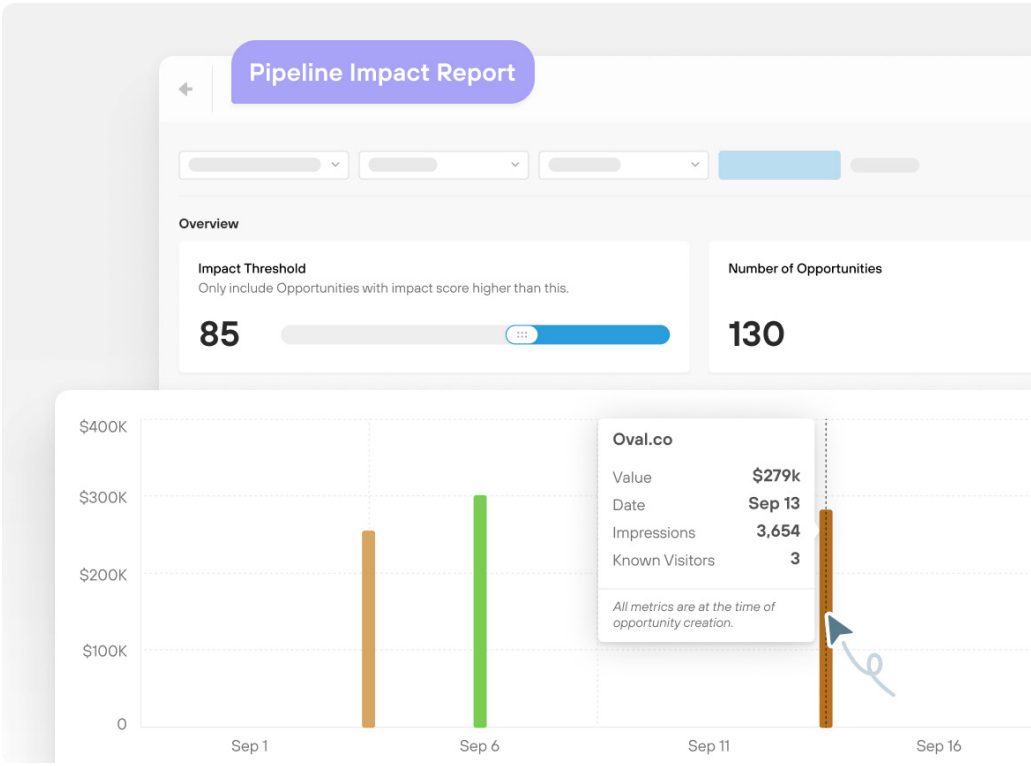
Plan Your Campaign

Set Goals & Determine What Success Looks Like

To plan an orchestrated campaign, you should start by setting your campaign goals and determining what success will look like for those goals. Look back at your previous campaigns' historical benchmarks for metrics including click-through rates, conversion rates, impressions, and account lift. With your goals, consider what you expect from your audience by the end of the campaign, and ensure your metrics are meaningful indicators of success for your goals.

For example, if you aim to acquire new logos, you should monitor pipeline progression, what percentage of your target audience you're reaching, opportunities created, and of course, deals won. If you're moving less engaged prospects into a nurture campaign, you should monitor the engagement using metrics such as click-through rates, email marketing open rates, and account lift.

If you're planning a full-funnel campaign to nurture early stage buyers, you should set goals for each stage of your campaign, such as a target number of impressions per account, an account lift, responses to sales outreach, and of course, booking meetings.



Set Your Stages

Decide on Your Channels and Stages

A mature orchestration program is full-funnel and cross-channel, following buyers through their journey across platforms and stages with consistent messaging.

Advertising

To decide which channel to start with for advertising - whether that's display advertising, paid search, or paid social, consider which channel is best suited for your goals. If impressions across the internet are important to you – display would be highly cost effective. If nurturing accounts with content is part of your plan– LinkedIn may be your best fit.

Decide which channels make sense for your campaign goals, and then, you can set parameters for how you want to trigger an account to move to the next stage, whether that's by viewing an ad a certain number of times, engaging with an ad, etc. Additionally, you can use stages to narrow your audience by 'knocking out' accounts with high impressions and low engagement.

Personalizations

Personalizations are another channel to utilize after or in tandem with ads. Web personalizations can be used on your site to tailor the content to your audience and to ensure consistent messaging throughout your campaign. Personalizations can include altering content, adding pop-ups, ungating content for qualified accounts, and more. Personalization is a great way to ensure you tailor your prospect's on-site experience with messaging that matches the topics they've engaged with.

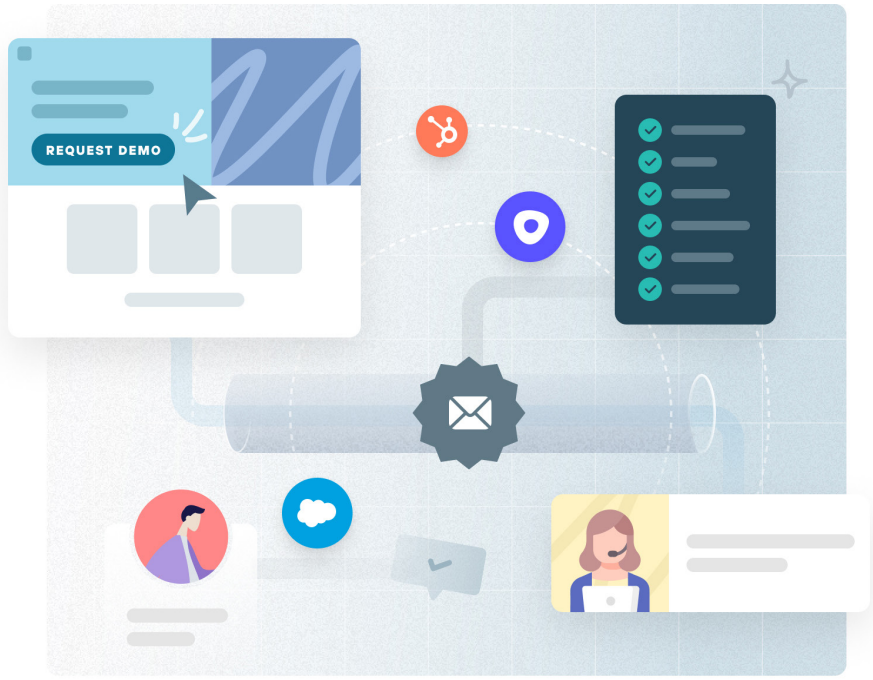
Set Your Stages *continued*

CRM / Marketing Automation

Once accounts have been reached with ads and/or web personalizations, you can move hot accounts into outbounding cadences and sales plays, and move less engaged accounts into nurture campaigns.

Sales Activation

A critical stage in the orchestrated ABM campaign is the sales activation. A sales activation lets your team know to swarm accounts that are primed and engaged. But if it doesn't contain useful information, a sales activation can be a disruption. Sales activations should answer the who, what and why – **who** sales should reach out to, **what** content and messaging they should reach out with, and **why** the account is likely to listen.



Launch, Monitor, and Optimize

Once you've built an audience, set your goals, determined your campaign triggers, and built out content for each channel, you're ready to launch a successful orchestrated ABM campaign. Once you launch your campaign, you can check back in to see how accounts are progressing through the orchestration. Then after significant results have been gathered, you can optimize the campaign for improved performance.

Here are a few questions you can ask yourself to help evaluate and improve your orchestrated campaign:

- **Is the campaign generating the results that you set out to achieve?**
- **Is any channel under or overperforming?**
- **Is there any stage with significant dropoff?**
- **Is ad spend and engagement where you would expect it to be?**
- **Are there additional opportunities being missed?**
- **Are the accounts converting the highest-fit?**

Once you've examined your campaign's performance, adjust stage triggers, content, and/or audience criteria based on your findings.

The Triblio ABM Solution

Orchestration Canvas

Orchestration Canvas is the latest feature of the Triblio Orchestrator, which provides a new way of creating multichannel, multistage campaigns. This module features a UI that allows marketers to orchestrate campaigns within a single 'drag and drop' visual interface.

The Canvas gives access to metrics that indicate the status of orchestrated campaigns and enables marketers to see:

- How many accounts are within each step
- How many accounts have entered the campaign
- Engagement at each stage of the campaign

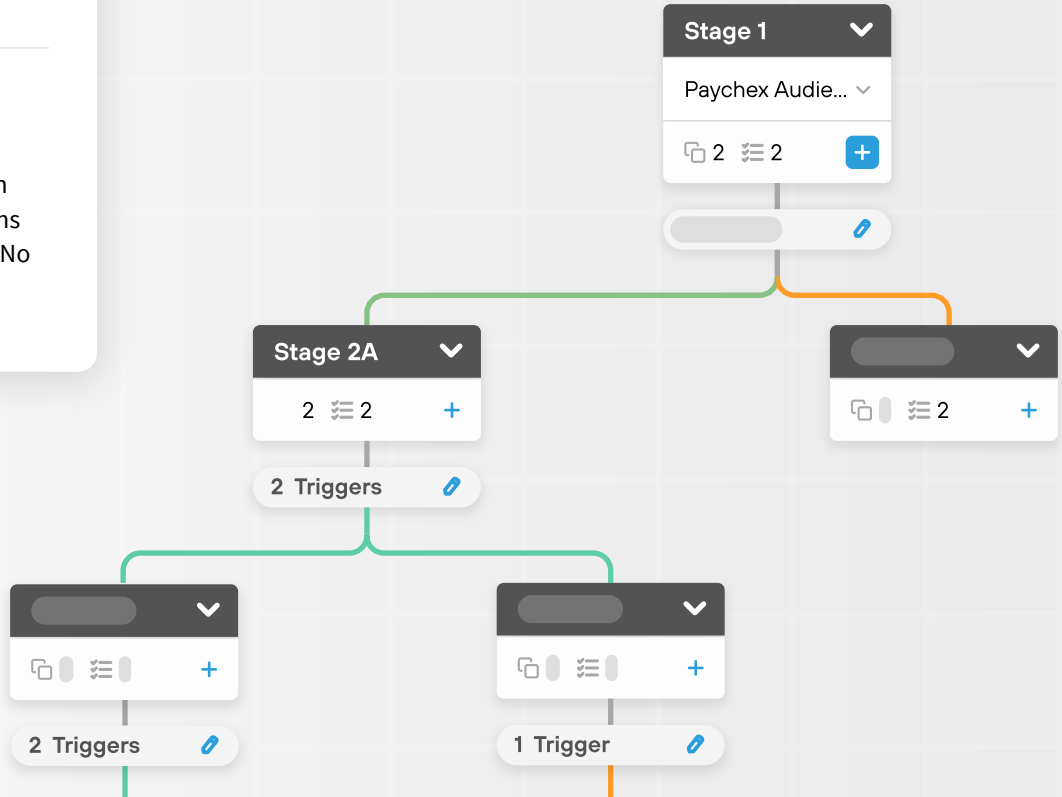
Verified User
Manager in Marketing
Computer Software Company

TrustRadius

Score 9 out of 10 Vetted Review Verified User

Triblio: A Trailblazer in Integrated ABM Campaigns Orchestration.

The main reason we went with Triblio is its unique orchestration capabilities that allow building-integrated advertising campaigns with multiple engagement elements along the buyer's journey. No other ABM product allows this breadth of functionality to break marketing channel silos.



Customer Case Study

ABM Orchestration in Action

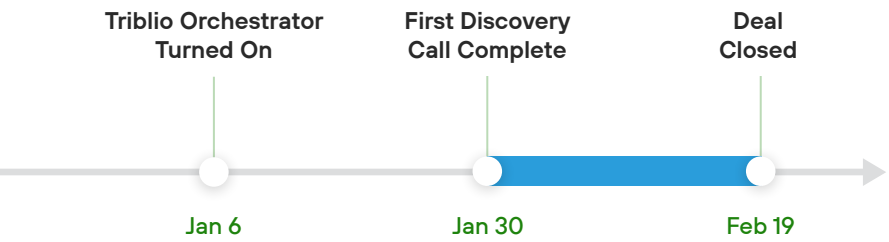
Key Tactic

A Triblio customer utilized first and third-party intent data to prioritize the highest value accounts at scale, enabling their sales team to run dynamic sales plays by intent topic.

70%
shorter avg. sales cycle

500%
increase in SDR efficiency

First deal closed in **20 days vs 70 day** average sales cycle



Challenge

With a total addressable market of over 6 million businesses, the customer's Sales Development Representatives (SDRs) lacked the bandwidth to reach their quota of 30,000 high-fit and high-intent accounts per week. SDRs were spending 20% of their time building and cleaning lists. They needed an account-based strategy to help narrow down their weekly outbounds to only the highest value accounts.

Solution

ABM Orchestration enabled the marketing team to automate account prioritization by identifying buyers who were showing intent and pushing only the highest value accounts to SDRs, allowing them to prioritize their outbounding. Once accounts were passed on to sales - the account executive could confidently nurture the buying team with sales plays that triggered the right message at the right time. The customer was able to enhance their go-to-market strategy, increase overall productivity and see some early wins.

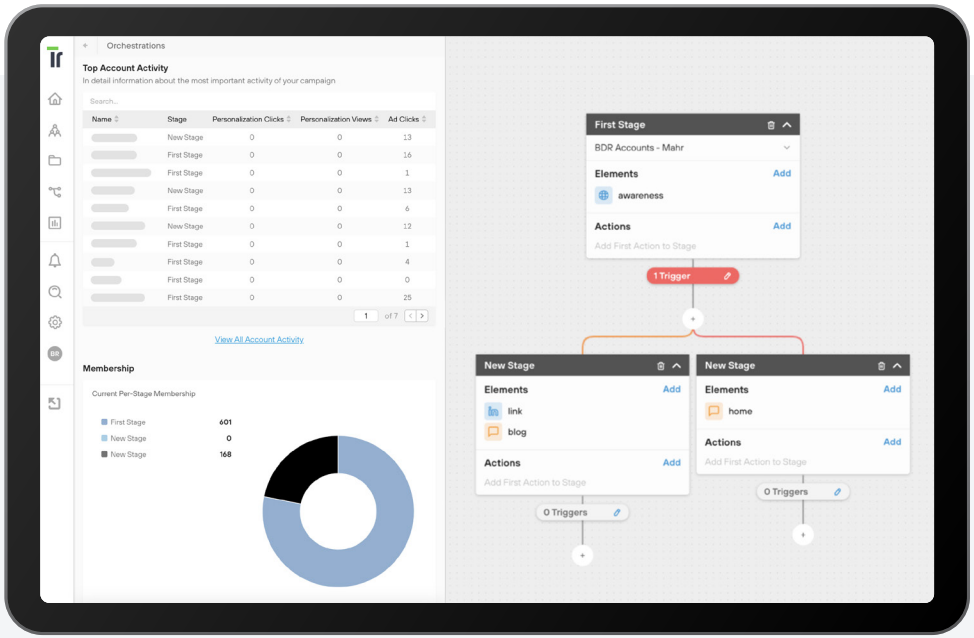
Results

The customer shortened their average sales cycle by 70% and saw a 500% increase in SDR efficiency.

Conclusion

As intent data continues to evolve, so will orchestration. In the future, account-based campaigns will be fully orchestrated from data discovery to close. The ensuing outlook on orchestration is a fully automated multichannel, multistage approach that creates, reacts, and adapts to the intent signals coming from high-fit buyers. These automated benefits put valuable time back into the hands of marketing and sales, allowing them to gather insights and act upon account activity in real time.

Not only are marketers saving time by focusing on accounts with a high propensity to buy, but marketing teams are achieving better results with orchestration. When compared to traditional ABM campaigns, orchestrated campaigns drive significantly higher results with 20% more form fills and 3x more traffic from high intent accounts. Harnessing the power of orchestration supercharges your ABM program, setting marketing teams apart from the competition and empowering them to impact a larger portion of pipeline.

See how we approach ABM campaign orchestration with our best in-class-platform!

See Orchestration Canvas Live