Scale Account-Based Marketing with Predictive Analytics

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"Thanks to new technologies, marketers can now scale their ABM efforts to reach 500, 5000 or more target accounts in a cost effective way."

— PETER ISAACSON, CMO, DEMANDBASE

FLIP THE FUNNEL TO ACHIEVE OUTSIZED RESULTS

In traditional lead generation, marketers will lead the buyer down the marketing and sales funnel we are all aware of. The goal is to capture as many "leads" as possible - without regard to how likely those leads are to convert (that is left to sales in most organizations as part of the qualification process). Marketers start with their own company's value proposition - on which all messages, content, and offers will be based. They'll then execute tactics that "get the word out" as broadly as possible in hopes of capturing as many leads as possible.

Is it any wonder that sales does not follow-up on 80% of MQLs? Or that only 1% of leads convert to revenue?

Account-Based Marketing flips the traditional funnel on its head. ABM starts with a focus on identifying those accounts you want to convert (focus on lead quality). Everything flows from this list of targets. Messages, content and offers are tailored to those accounts (or segments of accounts). Then finally, marketing and sales will execute tactics designed to convert not just to capture names or disqualify leads. What's more is that ABM helps you to drive not just net new customer revenue, but revenue from your existing customers as well.

WHY ACCOUNT-BASED MARKETING?

84% Marketers say ABM strategies outperform other marketing investments

97% Marketers achieve higher ROI with Account-Based Marketing

92% Marketers say ABM is a must-have strategy in the current B2B environment

ACCOUNT-BASED MARKETING IS A DIFFERENT APPROACH

Traditional Lead Generation	Starts with your company/product value prop	Messages about your company & product	Tactics optimized for maximum lead quantity	Measures leads generated, MQLs, SQLs, etc.
Account-Based Marketing	Starts with buyers in your target accounts	Messages are customized to accounts+buyers	Tactics optimized for maximum lead quality	Measures coverage, influence, and revenue

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"Predictive analytics is a key building block to efficient and scalable account-based marketing."

WINNING PLAYS TO SCALE YOUR ABM PROGRAMS WITH PREDICTIVE

1. TARGET

1. Target high value accounts
- Score and prioritize your account universe
- Assess which accounts are "in market"
- Build your account and contact database

2. TAILOR

2. Tailor content
- Uncover common buyer attributes
- Enrich personas with account insights
- Segment and customize content

3. EXECUTE

3. Execute tactics for conversion
- Use tactics that allow for sophisticated segmentation
- Trigger actions based on changes to data
- Share insights to contextualize sales conversations

4. MEASURE

4. Measure impact
- Monitor progress in real-time
- Evaluate program performance
- Enable front-line sales performance management

EXAMPLES OF ABM SUCCESS WITH PREDICTIVE

Demandbase saw a 75% increase in win rates in their enterprise segment by prioritizing their top 3000 accounts using predictive analytics.

Cisco OpenDNS used 3rd party intent signals to identify which target accounts are "in market" for their solution and ran a direct mail program against them.

Dell reduced leads sent to sales by a factor of two while achieving a 2x increase in revenue.

A **Financial Payments Processor** saw a 20% increase in call-to-win rate for their target account program. They used predictive analytics to score their list of targets for outbound prospecting. They also re-negotiated rates with their contacts provider based on account score for contacts they were buying.

A **Storage Device Manufacturer** saw a 4%-6% increase in sales rep quota attainment as a result of driving an account-based sales and marketing approach using predictive analytics.

A **2B+ Cloud Infrastructure Provider** reduced events costs by 30% by driving higher scoring targets to more exclusive events. They also saw a 3x ROI increase in social ad programs by targeting only high scoring accounts.

Lattice is pioneering the predictive applications market for marketing and sales.

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Lattice is ushering in the age of the predictive marketer by offering the most comprehensive and widely used suite of predictive marketing and sales applications available today. As the market leader, Lattice's secure and easy-to-use applications help address every stage of the revenue cycle and deliver proven value to all stakeholders, ultimately resulting in increased conversion rates and accelerated revenue growth for companies of all sizes. Lattice is backed by NEA and Sequoia Capital with headquarters in San Mateo, Calif.