

MADISON LOGIC.

The 2023 Full-Funnel ABM Playbook

Accelerate sales cycles with dynamic, relevant content delivery and
measure marketing ROI and pipeline value



Identify



Activate



Measure

In B2B buying, every interaction with target accounts should be meaningful, impactful, and establish trust — so buyers select you as their best-fit solution.

But B2B buying journeys are complex, and organizations aren't always set up to engage the right audience with the right message at the right time to influence their purchase decision. Further, individuals on a buying committee look for multiple pieces of content on multiple channels at different times, and marketers struggle to deliver a consistent and impactful experience.

Considering up to **90% of the B2B buyer's journey** is completed before the committee ever contacts a sales team, a unified ABM strategy is critical to maximize pipeline and revenue.

To capture attention and unify the buying committee experience, marketers must dynamically target, nurture, and convert accounts through a full-funnel, always-on strategy. **At Madison Logic, we call this the Journey Acceleration lifecycle** — a comprehensive and unified data-driven approach that accelerates your sales pipeline and helps convert your best accounts faster.



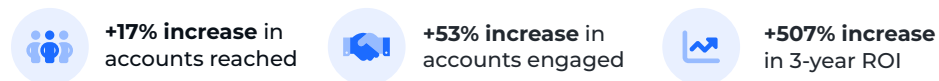
Work Smarter, Not Harder

With Journey Acceleration, you can focus your outreach, deliver personalized messaging/content, and target buying committees with a high likelihood of conversion. Journey Acceleration boosts visibility into how accounts progress through each stage of the sales cycle, offering marketers more opportunities to push outcomes in their favor.

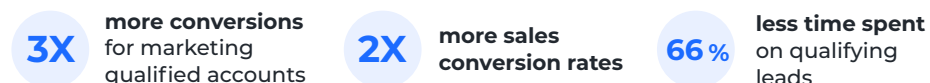
Journey Acceleration is about driving higher engagement and accelerating the sales cycle to deliver superior ROI. It helps you:

- Maximize your marketing budget by targeting the accounts and buying committees most likely to convert **now**.
- Saves you time and effort with a persistent experience in market that delivers a personalized experience and drives engagement with the accounts that matter the most.
- Demonstrate success by measuring engagement in real time and augmenting content to yield higher conversions.

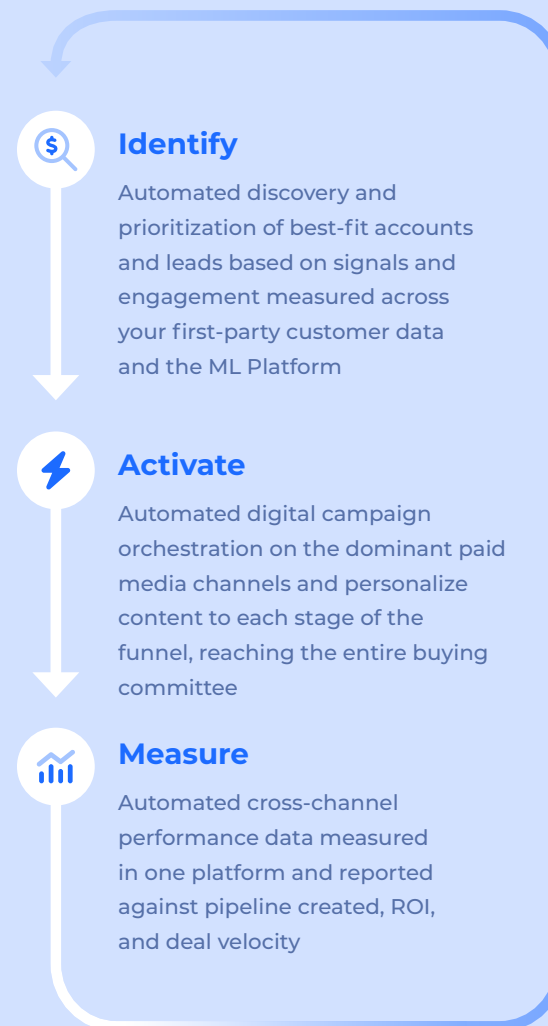
With Journey Acceleration, marketers executing an always-on ABM strategy achieve the following benefits:



This results in:



The Journey Acceleration Lifecycle



Ready to start your journey?

Step 1: Identify the Accounts Most Likely to Buy

The first phase of the Journey Acceleration lifecycle is **identifying** and automating discovery and prioritization of best-fit accounts. This phase is based on the unification of your data with Madison Logic's proprietary data.

According to Gartner, the typical buying group for a complex B2B solution involves six to 10 decision-makers, each armed with four or five pieces of information they've gathered independently and must deconflict with the group. Data is key to understanding not only the accounts actively in-market, but the people within these trending accounts who are researching and engaging with relevant content and messaging.



Prioritizing the right accounts

"At Salesforce we use first-party data to identify organizations interested in gaining value from us at a particular time for both net-new logos and account expansions.

Intent data from ML Insights helps us maximize our ROI by prioritizing best-fit, target accounts for outreach. We're now converting more engaged accounts into qualified leads."



Andrew Ward

Marketing Director, Salesforce
Australia and New Zealand

Identify your best accounts by pairing your own data with these three key signals available through the ML Insights combined dataset:



Historical performance

Understand the buying centers actively engaging with content and advertising relevant to your solution



B2B research

Gain visibility into accounts consuming content and advertising relevant to your solution



Solution install base

Highlight an account's investment in complementary or competitive hardware and software applications

ML Insights unifies these key data sources to provide your marketers with an MLI Score, a holistic picture of companies demonstrating the highest likelihood to purchase. The combination of first-party customer data found in CRM and MAP with licensed/proprietary data offers deep insight into target audiences and accounts most likely to engage and convert. Integrating this data can help you maximize spend on ABM campaigns and accelerate accounts through the buying journey by targeting accounts with the highest likelihood of buying.



Step 2: Activate Relevant Content for Each Stage of the Buyer's Journey

The second phase of the Journey Acceleration lifecycle is **activating** automated digital campaign orchestration on owned and cross-channel platforms. Nearly half of the members of the buying committee (49%) for a software or hardware purchase decision never speak to a sales rep, so it's important to have a persistent digital strategy across the sales cycle. These campaigns should be personalized to each stage of the buying journey to reach the entire buying committee and give decision-makers the content they need to select you as the best-fit solution. It's time to act — and **be where your buyers are.**



Activating true multi-channel ABM

"Anytime you can surround buying committees on multiple channels, in multiple stages of the funnel, you're always going to have a better quality of output of the leads you are getting in the pipeline."

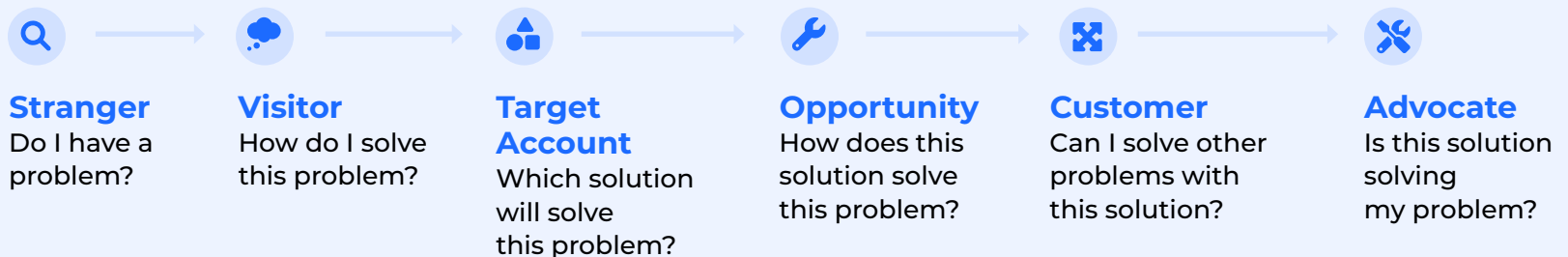


Thomas Matthew

Senior Manager, Digital Marketing at Vonage

Part 1

Understand the buyer's journey and the questions that they're asking.



Part 2

Map content to personalize and own the customer experience at each stage of the buyer's journey.

Content Focus

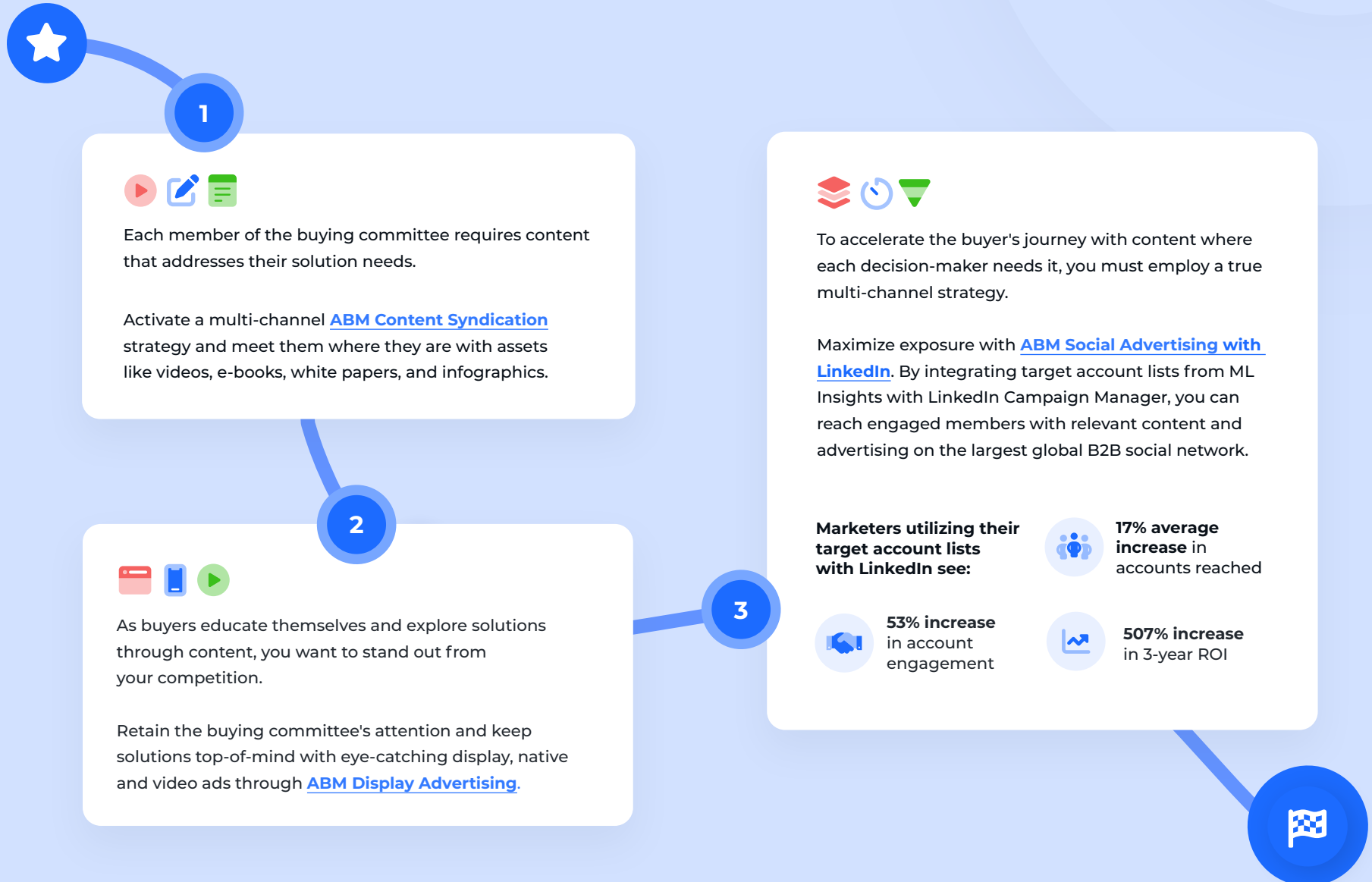


Buyer's Journey



Part 3

Seamlessly activate content for each member of the buying committee across all stages of the customer journey to increase account engagement and accelerate each stage of the sales cycle.



Step 3: Measure True Pipeline Impact and ROI

The third phase in the Journey Acceleration lifecycle is **measuring** key marketing metrics like pipeline impact, ROI, and deal velocity. According to Forrester's 2020 B2B Metrics Study, marketing-sourced pipeline and marketing-sourced revenue metrics are featured on 47% of B2B marketing leadership dashboards, making them B2B marketing's most commonly used performance indicators. While most marketers struggle with siloed information across multiple platforms, an integrated full-funnel strategy offers a single view to better understand the true impact of an ABM campaign on your pipeline.

The ML Platform's seamless integration with existing marketing and sales tools offers a single source of truth into campaign, channel, and target account-specific outcomes. With improved measurement capabilities, you can:



Better understand performance across the entire buyer's journey and all channels, making it easier to optimize future efforts and spend.



Demonstrate the direct and positive impact of marketing campaigns on revenue.



Equip sales teams with data-driven lead insights to enable better conversations with existing and prospective accounts.



Reveal marketing ROI for campaigns and automate account scoring and nurturing to accelerate pipeline velocity.

Panasonic

Increase account engagement and visibility into pipeline impact

"Our marketing team wanted to provide our sales team with account engagement insights, content, and advertising — all capable of driving stronger conversations across our sales pipeline. So we integrated our existing CRM with the ML Platform to measure and reveal engagement activity and feed ongoing campaign insights into future sales conversations.

Now the marketing team can confidently tell our sales team that we are targeting 50 of the sales team's top accounts, and that 42 of them have been on the website 25% more frequently. We know which types of content these prospects are consuming and how much revenue is at stake in keeping the conversation going. From a sales perspective, it's a very different, much more effective conversation."



Susan Campbell

Group Marketing Manager, Panasonic Connect



Achieving True Multi-Channel ABM: the Higher Logic Vanilla Story

Higher Logic Vanilla, the #1 community member and customer engagement platform for over 35,000 communities across 3,000 brands, sought to improve its account engagement and pipeline conversions because they were experiencing opportunity loss at sales handoff.

The Higher Logic Vanilla team adopted an ABM strategy to maximize exposure for key accounts and create more sales opportunities based on targeting criteria. However, they still struggled with low conversion rates, cold contacts, and low engagement from their target accounts. They needed to bolster their efforts with a multi-channel, full-funnel approach to prioritize and engage the right accounts. That's when Higher Logic Vanilla partnered with Madison Logic for help.

The Higher Logic Vanilla **Crawl, Walk, Run** Strategy with Madison Logic



Crawl

First, the company used its customer data and ML Insights to **identify** target account lists across both sales and marketing, pushing forward ABM efforts. The Higher Logic Vanilla team discovered new target accounts based on company size and decision-maker trends while combining campaign insights with sales knowledge from deal conversations.



Walk

Next, Higher Logic Vanilla layered on a full-funnel, multi-channel marketing plan to **activate** personalized and relevant experiences at each stage of the funnel for buying committees.



Run

Finally, Higher Logic Vanilla integrated its CRM with other tools to power stronger account nurture programs and lead scoring which increased pipeline velocity and deal value. By dynamically serving the content and advertising accounts required to progress through the buying journey, their sales team had better conversations and closed higher-value deals. With a better understanding of buying committees, Higher Logic Vanilla can more efficiently **measure** and optimize pipeline and revenue impact.

By adopting the Journey Acceleration lifecycle, Higher Logic Vanilla accelerated buyer journeys with key accounts and demonstrated the value of marketing-influenced revenue with:



+50%

in pipeline contribution from target accounts



+217%

in account penetration within target accounts



+118%

increase in average deal size



Accelerating the conversion of qualified accounts into sales opportunities

"Almost immediately after employing a multi-channel ABM strategy with Madison Logic, we were able to prioritize the accounts demonstrating in-market research and efficiently drive the type of engagement our sales team needs to fill their pipeline."



Mike Ellis

Senior Corporate Marketing Manager,
Higher Logic

Ready, Set, Accelerate

A one-size-fits-all approach in B2B marketing leads to missed opportunities, oversaturated buyers, and poor ROI and pipeline impact. Today's B2B marketers require a multi-channel, full-funnel approach to engage the right accounts and individuals with the right content and at the right time. By employing the Journey Acceleration lifecycle: Identify, Activate, and Measure to your ABM strategy, you can dynamically target, nurture, and convert your best accounts to accelerate the buyer's journey.

Ready to convert your best accounts faster?

Talk to us today about how the ML Platform can help your marketing and sales teams accelerate the buyer's journey and fill your pipeline with the best accounts.

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