

CBI-X Doubles Sales Opportunities for Managed Cloud Firm with ABM-Focused Campaigns



THE CLIENT

The Client is a managed cloud solutions provider based in Austin, TX, specializing in adapting specific services to enterprise with needs in the security, middleware, and database aspects of their operation. Primarily, the Client works with organizations in particular industries that need to navigate complicated requirements and regulations.

 INDUSTRY	Managed Cloud
 LOCATION	Austin, TX
 HEADQUARTERS	Austin, TX

 CAMPAIGN TYPE	Appointment Setting
 TARGET INDUSTRIES	Manufacturing, Distribution, Banking, Insurance
 TARGET LOCATIONS	Ohio, New York, Pennsylvania, Maryland, Massachusetts, Connecticut, Washington D.C., Virginia, North Carolina, South Carolina, California, Florida
 TARGET DECISION MAKERS	CIOs, CTOs, CFOs, CEOs, Managing Directors

HIGHLIGHTS

- ✓ Completed two account-based appointment setting campaigns targeting senior-level decision makers from large U.S.-based enterprises
- ✓ Segmented target accounts into 3 decision maker groups and deployed personalized messaging and unique lead nurture paths specific to the accounts under each group
- ✓ Surpassed expectations by doubling the number of strategic accounts and qualified opportunities coming in the Client's sales pipeline

CHALLENGE

The Client, already a proven reliable managed cloud solutions provider based in Austin, TX, with Fortune Global 500 customers worldwide, recognized the need to reach more potential customers in their home country. They decided to expand their market presence by identifying over a dozen U.S. states and launching an intensified campaign to increase its market share in these states.

The Client had already made some progress in their expansion program through the use of their newly launched ABM program. After implementing the ABM program for a full year, the Client has netted 100 candidate strategic accounts into their pipeline. Despite this progress, the Client knew that their present funnel numbers would not work without scaling up their campaign. They eventually decided that, in the program's second year, they would apply a tiered approach in selecting accounts.

This tier-based ABM strategy segments accounts into two tiers. The basis for tiering is how well potential customers match the Client's target profile. The tiers are:

Tier 1 Accounts: Companies that best match the target profile, requiring hyper-targeted, market-of-one engagement

Tier 2 Accounts: Companies that may still need targeted and personalized messaging but not necessarily direct communication with Client sales reps—these accounts also consist of two sub-segments, based on industry

The Client knew they had to give exclusive focus on selling to the Tier 1 accounts. To do this, the Client reached out to CBI-X to manage the top-of-funnel activities for the Tier 2 accounts.

The Client and CBI-X decided on these goals prior to launching the campaign:

- Engage more quality target accounts in Tier 2
- Identify all relevant target decision makers in each account
- Contact the decision makers and lay groundwork for the Client's reps to convert prospects and close sales

RESULTS IN 6 MONTHS

2,805

conversations with
decision makers

70%

InMail reply rate

116

new connection

36%

open rates

12%

CTR

4.1%

reply rates

THE CBI-X SOLUTION

One of the Client's top customers, who also happens to be another longtime partner of CBI-X, recommended the company to the Client.

The Client asked CBI-X to specifically target the two sub-segments under their Tier 2 accounts. CBI-X designed and launched a separate three-month account-based appointment setting campaign for the two segments.

Account Research & Selection

1. In its first campaign, CBI-X identified prospects from manufacturing and distribution companies which have migrated their enterprise compute workloads to the Cloud, or which may still need to do so.
2. For the second, CBI-X shifted their efforts to financial services and insurance firms that need to upload their workloads to the Cloud.
3. The two campaigns covered 13 US states, focusing on companies collecting at least \$50 million in annual revenue. The Client also sent CBI-X a set of criteria for excluding and filtering out companies from their target accounts list.

Multiple Channel Approach

1. CBI-X deployed unique lead nurture paths and personalized messaging strategies for all accounts under the three decision-maker groups in both campaigns.
2. CBI-X also developed and launched a data-driven outreach cadence, combining phone, email, and LinkedIn touches, for each lead nurture path.

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RESULTS

After the two campaigns, the CBI-X team netted 90 qualified appointments, which they handed off to the Client's reps. This figure almost doubled the production of the Client's own team in a similar period.

The two campaigns were completed with three-month intervals, totaling six months of account-based appointment setting activities.

Both campaigns displayed CBI-X's highly effective use of outreach channels and touches. These are the campaign highlights:

- Phone: 2,805 conversations with decision makers
- Email: 36% open rate, 12% CTR, 4.1% reply rates
- LinkedIn: 70% InMail reply rate, 116 new connections

Both campaigns also showed these consolidated ABM results:

- Accounts touched: 5000
- Average touches per account: 10.4
- Average contacts per account: 4.3

Additionally, the two campaigns have also generated 146 marketing-qualified leads, comprising completed leads, requests for information, and follow-ups.

With these results, CBI-X exceeded the Client's expectations. This success prompted the Client to show interest in reconnecting with CBI-X for any future ABM outreach campaigns.

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