

# Project Proposal

## Objectives

1. Establish best practice for Account Based Marketing with KPIs and ROI
2. Create a meaningful evaluation of 3 products with KPIs and ROI
3. Measure the efficiency across three ABM applications:
  - a. New Logos
  - b. Cross Selling
  - c. Pipeline Acceleration
4. Generate revenue

## Recommendations

As not all ABM applications and CA products appear in just 1 country, we recommend spreading the activity across 3 countries in order to create a statistically relevant sample group, across all products and ABM activities

In order to keep costs down we have chosen not to include ABM applications where the target group is less than 8 companies in the chosen countries

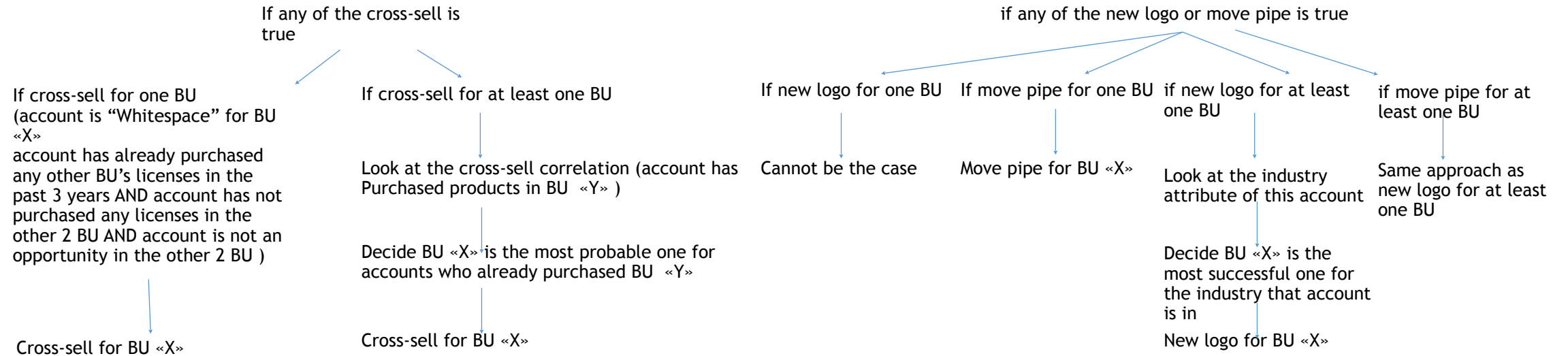
The countries we recommend are:

1. UK: as discussed during our previous meeting and because it has a large concentration of target accounts
2. Sweden: It is very easy for Vendemore to make any translations or localisations needed
3. Germany: Applications / products that do not appear in the other countries do so in Germany, additionally Germany provides great opportunity for improvement through Vendemore ABM because of the double 'opt-in' regulations

# Target Accounts Segmentation Approach

	Security	IM	AP
New Logo	If account is considered as “Whitespace” for Security AND has NOT purchased any other CA solution	If account is considered as “Whitespace” for IM AND has NOT purchased any other CA solution	If account is considered as “Whitespace” for AP AND has NOT purchased any other CA solution
Cross Sell	If account is “Whitespace” for Security AND has already purchased any other CA solution	If account is “Whitespace” for IM AND has already purchased any other CA solution	If account is “Whitespace” for AP AND has already purchased any other CA solution
Move Pipe	If account is in the pipeline for Security products	If account is in the pipeline for IM products	If account is in the pipeline for AP products

## Algorithm (Data analysis in Excel; Data source: Whitespace Account List provided by Sales Operation)



# Target Accounts Results

Target matrix

		UK	SE	DE
<b>Security</b>	53 companies			
New logos		26	8	0
Cross-selling		10	0	9
Pipe		0	0	0
<b>IM</b>	211 companies			
New logos		47	54	0
Cross-selling		24	12	20
Pipe		17	0	37
<b>DevOps</b>	129 companies			
New logos		0	0	0
Cross-selling		57	33	39
Pipe		<u>0</u>	<u>0</u>	<u>0</u>
		181	107	105

# Budget

## 6 months budget

### Set up per product (one off cost)

Per product for 6 months	
IP Matching and testing	£1,250
Content strategy/Media matching to personas	£2,500
Content ingestion of up to 4 pieces of content	<u>£1,500</u>
	£5,250

### On-going cost per product for 6 months

Optimisation and reporting for each product group	£3,600
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### Impressions

New logo = 100 people x 10 imps x 6 months x 135 companies =	810,000
Cross-selling = 100 people x 20 imps x 6 months x 204 companies =	2,448,000
Pipeline acceleration = 100 people x 20 imps x 6 months x 54 companies =	<u>648,000</u>
	3,946,000
Less 25% failure to match IP address = 3,946,000 x 25% =	(986,500)
	<u>2,959,000</u>

## Six Month Overall budget

Set up for three product groups = £5,250 x 3	£15,750
Optimisation and reporting = £3,600 x 3	£10,800
2,959,000 impressions @ £0.026	£76,934
	<b>£103,484</b>

# Data from Vendemore Case Study

## Before Vendemore

Tetra Pak was identified as an important potential client for this Software Company for their new product launch.

Website visits from Tetra Pak before activating Vendemore: **1 visit**

## With Vendemore

Vendemore Cockpit was used to target Tetra Pak employees with relevant messages, introducing the unique selling points of their new product. The goal was to get access to more decision makers.

- Employees targeted: **approx. 4 000**
- Targeting period: **29 days**
- Impressions used: **80 800**
- Impressions per employee: **20**
- Clicks: **62**
- Visits: **63**
- Unique visitors: **40**

Website visits from Tetra Pak one month after activating Vendemore: **63**

## Before Vendemore

This Software Company had an ongoing sales process with Kristianstad Municipality. Competition was hard and access to all decision makers was impossible. The solution presented would affect many employees and the discussion of pros and cons was widely spread throughout the organization.

## With Vendemore

Vendemore Cockpit was used to target all employees with messages in order to increase understanding of the value of their offer and affect public opinion within Kristianstad Municipality.

- Targeting period: **37 days**
- Impressions: **60 000**
- Impressions per employee: **15**
- Clicks: **65**

**Impressions per employee: 15 to 20**  
**Click-through rate: 0.08% to 0.11%**

# Industry Benchmark of Display Campaigns

► Countries [ UK ]    ► Verticals [ Computers ]

+ CTR		
Click Through Rate CTR = Clicks / Impressions <b>0.07 %</b> <div><div></div><div>0.07 % SM CTR</div><div>N/A % RM CTR</div></div>	Click Through Rate Standard Media Standard media defined as Image and Flash <b>0.07 %</b>	Click Through Rate Rich Media Includes all Rich Media Formats <b>N/A</b>

► Countries [ France ]    ► Verticals [ Computers ]

+ CTR		
Click Through Rate CTR = Clicks / Impressions <b>0.32 %</b> <div><div></div><div>0.33 % SM CTR</div><div>0.22 % RM CTR</div></div>	Click Through Rate Standard Media Standard media defined as Image and Flash <b>0.33 %</b>	Click Through Rate Rich Media Includes all Rich Media Formats <b>0.22 %</b>

► Countries [ Germany ]    ► Verticals [ Internet ]

+ CTR		
Click Through Rate CTR = Clicks / Impressions <b>0.07 %</b> <div><div></div><div>0.07 % SM CTR</div><div>N/A % RM CTR</div></div>	Click Through Rate Standard Media Standard media defined as Image and Flash <b>0.07 %</b>	Click Through Rate Rich Media Includes all Rich Media Formats <b>N/A</b>

► Countries [ Sweden ]    ► Verticals [ All ]

+ CTR		
Click Through Rate CTR = Clicks / Impressions <b>0.13 %</b> <div><div></div><div>0.13 % SM CTR</div><div>N/A % RM CTR</div></div>	Click Through Rate Standard Media Standard media defined as Image and Flash <b>0.13 %</b>	Click Through Rate Rich Media Includes all Rich Media Formats <b>N/A</b>

Source: DoubleClick by Google Display Benchmarks Tools  
<http://www.richmediagallery.com/benchmarks>

**List of possible combinations of exceptional cases:**

Whitespace in 3 BUs

Whitespace in 1 BU, move pipe in the other 2 BUs

Whitespace in 2 BUs, move pipe in the 3rd one

Move pipe in 1 BU, cross-sell in the other 2 BUs

Move pipe in 2 BUs, cross-sell in the 3rd one

Move pipe in 3 BUs

Cross-sell in 2 BUs, already purchased one in the 3rd one

Cross-sell in all 3 BUs, already purchased one in another BU other than those 3

Not whitespace, not move pipe, not cross-sell in either of those 3 BUs (e.g. account is a move pipe in another BU)