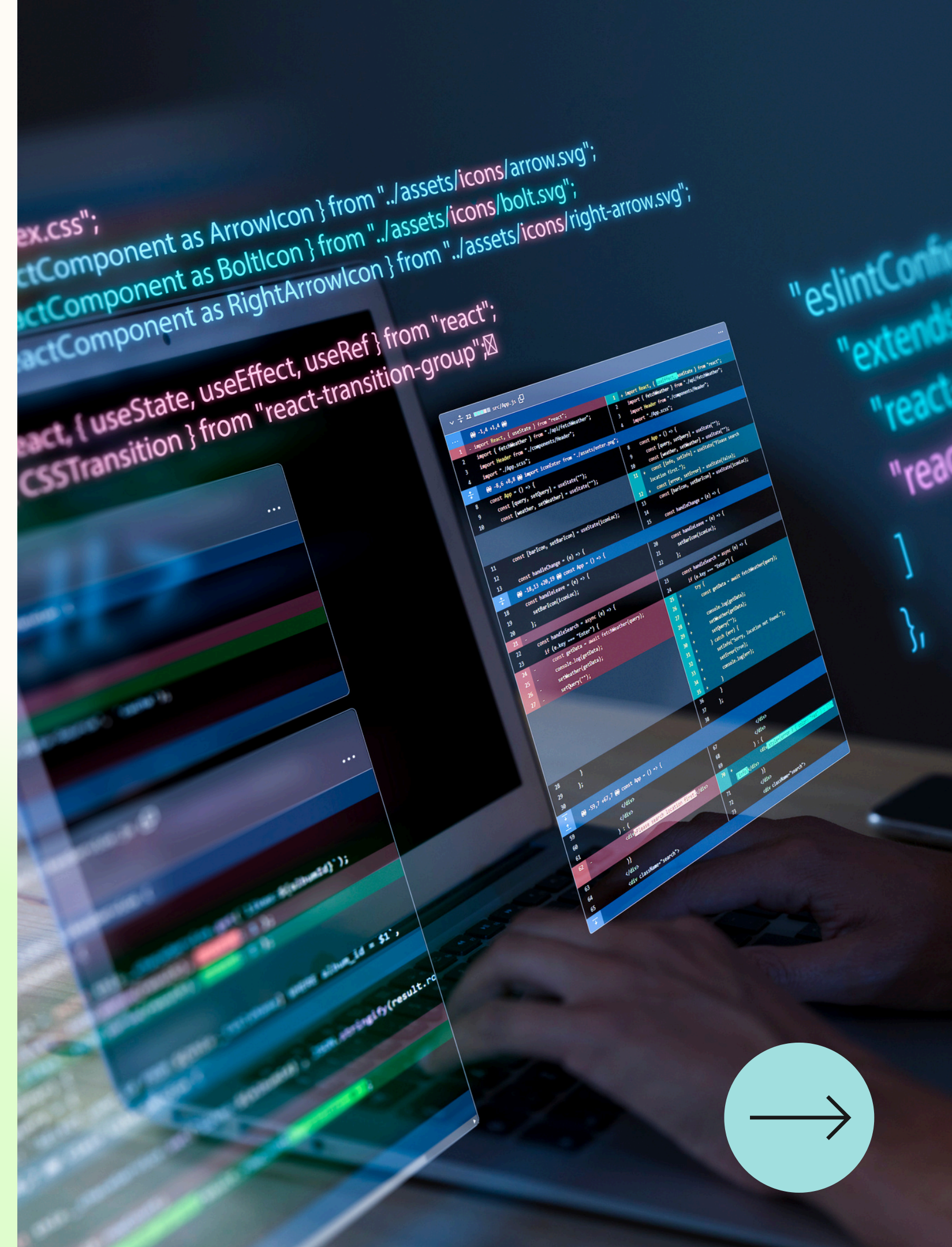
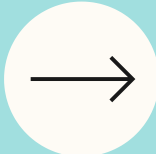


B2B Enterprise generates over USD 10 Mn in pipeline revenue

Presented by: Rahul Pandey



Project Info



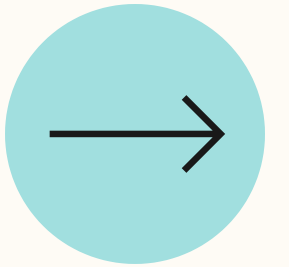
Services	Platform	Result
Accounts based marketing	LinkedIn Ads Demandbase	24% Pipeline Revenue Improvement \$10M Revenue Pipeline

Project Overview

Overview

We implemented an Account-Based Marketing (ABM) strategy for a B2B tech firm, integrating LinkedIn Ads, Factors.ai, Demandbase, and HubSpot. This comprehensive approach included:

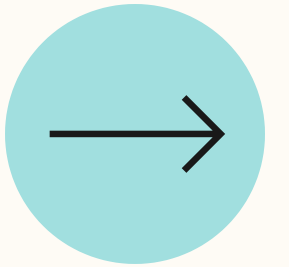
- Targeting high-value accounts: Personalized marketing campaigns for specific accounts.
- Lead Scoring with Factors.ai: Prioritizing sales efforts based on lead scores.
- Reducing sales cycle: Shortened from 12 weeks to 5 weeks.
- High-quality leads: Secured 61 lead
- Pipeline Revenue: Generated over USD 10 million with a 15–20% probable conversion rate.
- This strategy significantly enhanced the client's lead generation and business growth.



Project Execution

Client Profile

- The organization is a B2B tech firm that partners with US scaleups to design and develop cutting-edge software solutions. Their clients range from emerging tech companies to established industry leaders.



Problem Statement

- The organization was heavily reliant on referrals for lead generation. The firm needed a sustainable marketing engine to generate leads and grow business.

Methodology

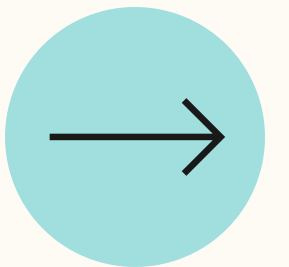
- Implemented an Account-Based Marketing (ABM) strategy, utilizing 1:1 and 1-to-many ABM plans. The marketing stack included LinkedIn Ads, Factors.ai, Demandbase, and HubSpot.

AB Strategy: Tailored 1:1 ABM and 1-to-Many ABM

- To tackle the B2B Enterprise Software Development Company's lead generation challenge, we implemented a comprehensive Account-Based Marketing (ABM) strategy. This approach focused on two critical plans: 1:1 ABM for high-value accounts and 1-to-many ABM for a broader audience.
- 1:1 ABM: We identified high-value accounts aligned perfectly with our client's services. Each account was treated as a market of one, with personalized marketing campaigns tailored to their specific needs and challenges. We created custom content, targeted messages, and exclusive offers to engage these high-priority accounts. This customized approach ensured deeper connections and higher engagement rates.

Project Execution

- **1-to-Many ABM:** To expand our reach, we implemented 1-to-many ABM strategies. We segmented the target audience into clusters based on industry, company size, etc. Each segment received targeted campaigns designed to address their unique pain points and showcase our clients' solutions. This method allowed us to scale our marketing efforts efficiently while maintaining personalization.
- This approach enabled us to maximize reach and impact, generating a steady flow of high-quality leads.
- Lead Scoring with Factors.ai: Prioritizing High-Potential Leads
- To ensure effective lead management, we integrated Dreamdata into our marketing stack. Factors.ai's advanced lead scoring system enabled us to assign scores to leads based on various criteria, such as engagement level, demographic fit, and behavioral data.



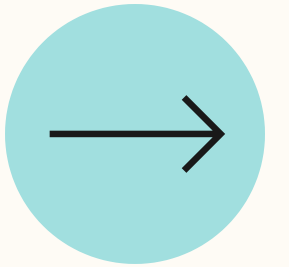
Lead Scoring Process:

- Data Collection: Factors.ai aggregated data from multiple touchpoints, including website interactions, email engagements, and social media activities.
- Scoring Criteria: Leads were scored based on predefined criteria. High scores were assigned to leads showing strong buying signals, such as repeated website visits, content downloads, and positive responses to marketing emails.
- Segmentation: Leads were segmented into different tiers based on their scores. High-scoring leads were prioritized for immediate sales follow-up, while lower-scoring leads entered nurturing campaigns to build their engagement over time.
- This systematic approach ensured that the sales team focused their efforts on leads with the highest conversion potential, significantly improving the efficiency of the sales process.

Project Execution

Sales Prioritization & Optimization

- Using Factors.ai's lead scoring, we streamlined the sales process by prioritizing high-scoring leads for immediate and personalized outreach. Customized communication, based on specific pain points, helped accelerate the sales cycle from 12 weeks to 5 weeks. A structured follow-up strategy, with automated reminders, reduced lead attrition and ensured consistent engagement.



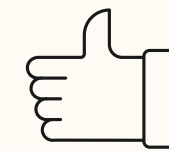
Integrated Marketing Stack

- We leveraged LinkedIn Ads, Factors.ai, Demandbase, and HubSpot to enhance ABM strategy and lead scoring. This stack enabled targeted outreach, insightful customer journey analytics, precise account targeting, and consistent lead nurturing. Together, these tools built a robust marketing engine that boosted lead generation and optimized the sales funnel, driving substantial growth for the client.

Project Results



The sales cycle was reduced from **12 weeks** to **5 weeks**



Secured **61 SQLs**



Generated over **USD 10 million** in pipeline revenue with a **15–20%** probable conversion rate



Generated **USD 270k** in pipeline revenue within 6 months with a **~5% conversion rate**
