

OPPORTUNITY BASED MARKETING

With traditional marketing methods becoming less and less effective, Genesys needed to rethink the way they targeted high value accounts and decision-makers. MOI revolutionised the client's entire approach to a point where the end results outstripped targets by 400%.



WHAT WAS THE CAMPAIGN?

This was an Account Based Marketing programme that harnessed emerging technologies to create a precision-targeted, insight-led campaign that identified and converted prospects at the precise moment they were actively looking to buy. It was right-place, right-time, right-message marketing that not only identified opportunities, but created its own, flexing and adapting in real in an ever more bespoke buyer journey. It was Behaviour Based Marketing at its best.



THE CLIENT

Genesys provides the world's no.1 customer experience software platform that improves customer journeys, creates exceptional experiences, builds relationships and drives conversions for over 10,000 customers in more than 100 countries.

OBJECTIVES

Raise awareness amongst net new and existing accounts

Increase pipeline with new and maximised engagement opportunities. Target in the \$millions

Demonstrate a strategic and efficient use of marketing budget and resource

HOW IT WORKED

The Team

For this bold new marketing initiative, onboarding a sceptical sales team was the obvious and essential first step. Sales are the front line of any ABM programme, and the inevitable siloed working relationships between marketing and sales were as much in evidence here as in any large organisation. So communication channels were opened, workshops organised, presentations made, and LinkedIn profiles and messaging optimised until sales were fully informed, included at every step, and completely onside.

The Content

Content would be pivotal to engagement on this campaign, so simultaneously with onboarding the team, deep and detailed research was conducted into the topics and issues that would resonate most with the target audience. The resulting insights were the basis for a comprehensive bank of content and thought-leading hero piece.

The Launch

Initial communication was via a multichannel programme of email, direct mail, social media and social selling, with a call to action to download the new content. Depending on their response, audiences were then mapped, segmented and selected by their suitability for the ABM programme.

From here, every interaction was analysed and every lead nurtured in an ever more bespoke journey to conversion with the help of Nexus, the innovative behaviour based marketing technology from Cyance.

HOW IT WORKED

The Technology

Working in real time, Nexus was able to identify key digital signals that indicated positive buying behaviour within the Genesys accounts. This included identifying the specific stage of the buyer journey, along with predictions about future needs. Alerts were sent to the relevant Marketing and Sales teams, while data could be viewed and analysed via a buying behaviour dashboard.

The significance of this was that it identified, with pinpoint accuracy, the prospects who would be most receptive to the client's messages. Targeting could be 1-to-1 or 1-to-cluster, so that the right person (or group persona) could be served with the exact right information at the exact right time, to help facilitate conversation and conversion - whether that was immediately or at future date. Importantly, the programme could be automated and scaled, yet remain highly efficient by eliminating the wastage of time and resource.

RESULTS

Pipeline

In the 10s of \$millions- a 400% improvement on target

Awareness & engagement

66% of article views delivered connections with influencers and decision makers

74% engagement with priority contacts

Use of budget

Efficiency & scalability improvements mean ABM now gets 30% share of the UKI marketing spend - previously 0%

Sales & Marketing alignment

From a position of scepticism, the relationship between Marketing, Sales, and agency is now one of mutual respect and intense collaboration - absolutely vital for the ability and agility to spot and act on every new opportunity.

WHAT NOW?

This innovative, highly flexible and collaborative programme is an ongoing initiative. Based on ever-evolving insights, new prospects continue to be identified and engaged with new and tightly targeted content. And the conversions keep on coming.



MOI and Cyance delivered a completely fresh approach that not only delivered unprecedented campaign results, but which also took collaboration and co-operation between Marketing and Sales to a level that's never been seen before.

Jennifer Campbell, UKI Marketing, Genesys

1-TO-1 WITH KEY ACCOUNTS

Within the main programme, Genesys was also able to target key individuals in 25 key accounts. Combining demographic, firmographic, psychographic and behavioural profiling with high scoring factors like decision-maker status, seniority, specialism, level of activity and influence, Genesys account leads were able to target their shortlist with messaging and content that could be personalised right down to individual level.

NEED HELP? ASK OUR CYANTISTS

Want to discover how laser targeting can transform your campaigns?
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