



Higher customer acquisition through BANT qualified ABM lead campaign

The client wanted to achieve highly qualified responses through 4 BANT Questions, but they lacked the resources and expertise to execute an effective **Account-based marketing (ABM)** campaign. They needed a partner who could Help them generate **BANT (budget, authority, need, and timeline)** qualified Leads through Email Marketing.

CLIENT BACKGROUND

Client is a US based tech giant With a multi billion dollar in market Value. They wanted to tap into A larger market share and Revenue by targeting High-value accounts with Relevant messaging.

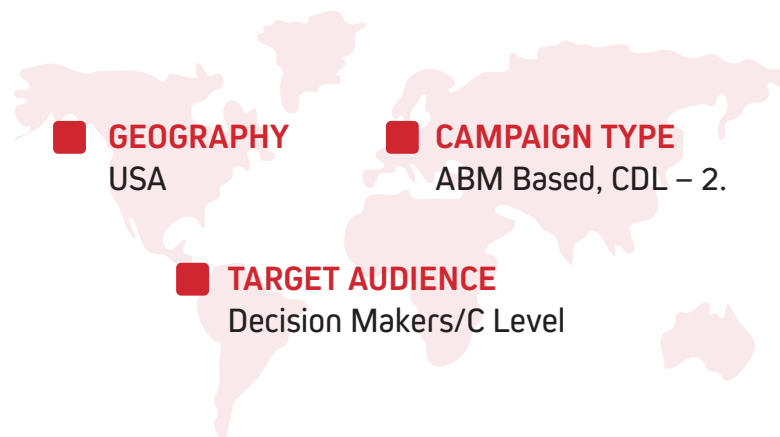
CHALLENGE

The challenge was arduous, as the Target was set at 1500 leads with a deadline of delivery in 60 days. Below were the campaign specifications

■ **GEOGRAPHY**
USA

■ **CAMPAIGN TYPE**
ABM Based, CDL – 2.

■ **TARGET AUDIENCE**
Decision Makers/C Level





The Marketboats Solution

At Marketboats, we understand well that lead generation isn't exclusive to getting a high volume of prospects into your pipeline. The efficacy of the leads generated is also significant.

From activating the top-of-the-funnel leads to nurturing and enrichment to lead handover – our efficient process made it easier for the client to convert leads into paying customers.

To begin with, we used our cloud-based platform – CALS, to ensure a fully automated contact discovery process. Campaign and Lead System (CALS) collaborates across channels and partners and spans various sales funnel stages.

CALS increases operations predictability, improves the traceability of leads, and reduces manual overhead transparently and seamlessly.

Here's how the campaign panned out

To kick off, a dedicated/experienced team was aligned to work on this project and briefed on specific factors like Flight Dates, Campaign Specifications, Assets, Custom Questions, Templates, Landing Pages, and more

After that, the data team examined and interpreted the specs to mine data. Our internal database of 60+ million contacts is given primacy when it comes to extracting leads. To generate qualified leads, we sent the first wave of emails within T plus 1 days. Our ops team takes about 48 hours to analyze the response. If it is satisfactory, we run another wave and score more ToFu leads.

Once the data team extract leads from the ESPs, they undergo several rigorous checks. Firstly, the email clicks are cross verified with the landing page form fills through the internal server. Then, the data is retrieved from IP addresses, and time stamps are added to the retrieved data. The process seeks to ensure that the leads are genuine. When leads are qualified as per the specs of a particular campaign, they're added to a lead nurture program.

The leads are further enriched using attribute mapping after they have been checked and qualified following the campaign specifications, which was the job titles of key decision makers/C Level. First party intent data was extensively utilized, to understand the buyer need and purchase sentiment.





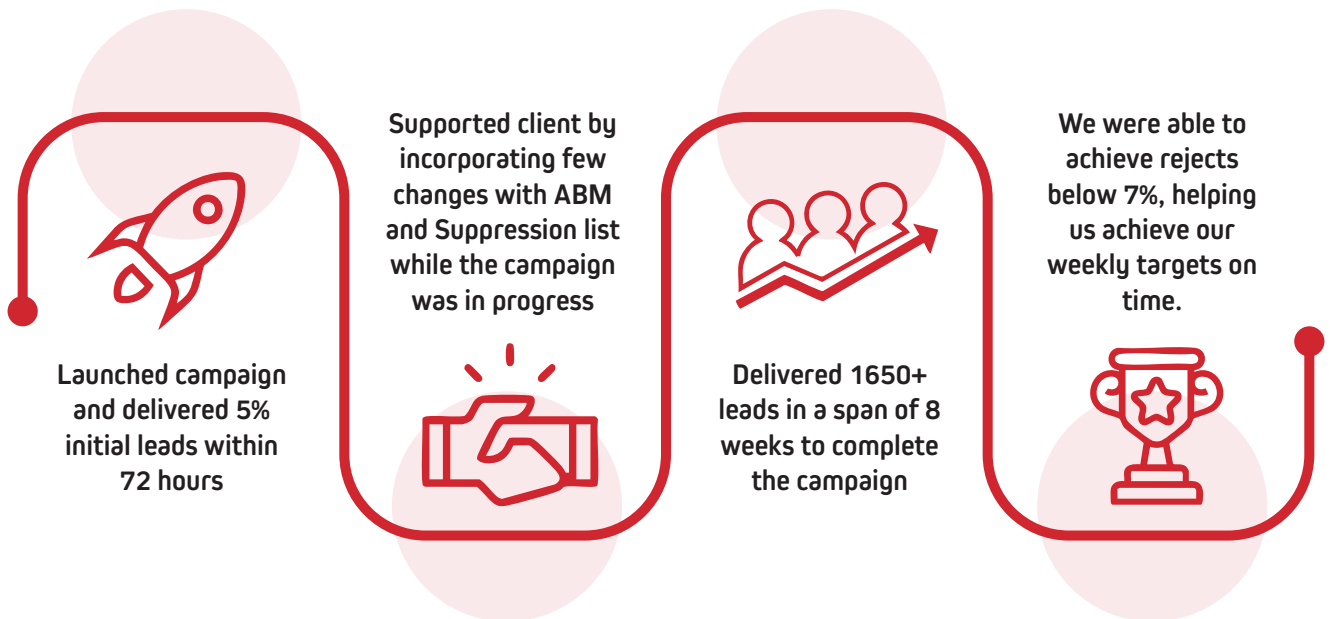
BANT framework was put in place to ensure the team had better knowledge of the prospect's goals and challenges through the discovery email conversations.

Finally, the filtered leads were uploaded to **CALS** by the data team for delivery. A second automated CALS check occurs before leads are forwarded to delivery. The quality team ensures all the layers of checks were completed and necessary corrections were made before every delivery.

Steady set of deliveries were made every 3-4 days to ensure sales team at client end had consistent inputs to work through, which also helped avoid lead decay.

Throughout the procedure, neither spreadsheets nor emails were used. The transfers in CALS are entirely automated and primarily carried out via APIs or the delivery mechanism of the client. This ensures zero lead leakage and 100% leads credibility.

Campaign Outcome



Conclusion

- Basis our steady deliveries, the client saw an increase in orders by 13%.
- Reduced Customer Acquisition Cost by a great margin.
- Additional volume/order was also planned and delivered within initially agreed deadline.
- Client acknowledged our efforts/capability to manage incremental orders and taking the campaign to closure on a positive note.

Marketboats is a lead supply agency that brings together lead generation best practices and technology to deliver high-quality sales opportunities to leading B2B companies worldwide. Founded in 2012, Marketboats is headquartered in Wilmington, Delaware with delivery centres in Bengaluru and Pune, India.

We are pioneers in adopting a technology-first approach to top of the funnel lead management. Our fully automated state of the art lead management platform, CALS allows us to deliver customized, error-free contact list in the shortest possible turnaround time.

For more details, visit us on www.marketboats.com