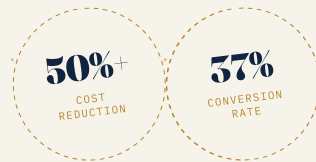


# An Account Based Marketing Case Study

Account-based marketing strategy to rekindle non-responsive customers



## HIGHLIGHTS

- End-to-end ABM strategy
- Cost reduction by over 50%
- Increased access to non-responsive customers
- Double touch content marketing
- On-demand resources and flexibility
- 37% conversion rate

## — BACKGROUND

# The Client

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The client helps businesses of all sizes achieve compliance with transactional taxes, including VAT, sales and use, excise, communications, and other tax types. The client's platform is comprehensive, fast, accurate, and easy to use.

They offer more than five hundred pre-built connectors into leading accounting, ERP, ecommerce and other business applications. Each year, they process billions of indirect tax transactions, file hundreds of thousands of tax compliance documents and tax returns, and manage millions of exemption certificates and other compliance-related documents.

## — THE SITUATION

# The Challenges

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When there are too many customers, the least responsive ones do not get much attention from the teams as they are more focused on the active ones. These non-responsive customers can also have a huge impact on your bottom-line if nurtured the right way. Due to the vast presence in the market, the client wanted a very stringent approach in terms of their reach-out campaigns. They wanted to focus on a list of accounts which were non-responsive but were major in terms of business.

“The client was looking for a partner that had end-to-end Account Based Marketing campaign management capabilities and could provide phenomenal results.”

## Why Synctics Solutions?

Synctics Solutions has been smartly helping B2B technology companies generate incremental profits by nurturing existing clients and reversing customer churn.

We utilize a mix of experience, technologies, tactics, and manpower to quickly and innovatively reach out to the at-risk customers on behalf of our clients and build a renewed relationship.

The client was looking for a sharp approach and wanted an experienced partner which the right skillsets, who could execute the campaign in a short time. The client found Synctics Solutions to be the right fit for their very specific requirements and chose us to lead the ABM campaign.

## Our Solution

The client shared the specification and the list of clients for Account Based Marketing. After discussing with the client, we decided to move forward with a three-step approach:

- 01 Connect with the customers through telemarketing:** Our experienced telemarketers made calls to the key personnel in the unresponsive accounts and told them about the new features and opportunities that they are missing and also provided a high-level view of the content asset. If the customer showed interest, the telemarketing associate shared the document with them immediately.
- 02 Top-up the telemarketing effort with an email:** The phone call was then supported by a follow-up email that had information about downloading the content asset.
- 03 Provide a content asset to customers who wish to know more:** We created four different content assets that were targeted for specific set of job titles. Through this approach the client received a good number of hand-raisers or people who requested for the content. The client was then able to nurture those customers further and take them to the next level in the customer lifecycle.

# Synctics Solutions Difference

## 01 — TELEMARKETING

Synctics Solutions has been working in lead nurturing domain for a long time now. Our telemarketers are experts in the B2B domain and understand the pulse and motivations of the typical customers in the field. They were able to generate a lot of interest in the content assets with their telemarketing capabilities.

## 02 — EMAIL & TIMING

Leveraging best practices and past experience, we know what works best for B2B email marketing. Keeping that in mind, the email, the landing page, the timing of the campaign and the telephonic call all have to be in-sync. Our team executed the project flawlessly for maximum impact.

## Business Benefits

**37%**

CONVERSION RATIO

**100%**

LEAD ACCURACY

**2 Days**

PROJECT KICK-OFF

- Synctics Solutions was able to generate more than the number of qualified leads that the client had anticipated from this account-based marketing activity.
- We were able to achieve a conversion ratio of 37% from the ABM list shared by the client.
- All the leads were 100% accurate and were at the different level of the funnel.
- We were able to complete the entire project within the timeline. We took just two days to kick-off the project. This included list extraction for every individual account, script approval, team allocation, and training.
- With our dedicated and quick efforts, the client was able to accomplish the goals within the timeline.

ACCOUNT-BASED MARKETING · CASE STUDY

# THANK YOU

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