



Global Technology Leader's ABM Campaign

KEY OBJECTIVES

1. Reach and engage key decision makers across key accounts
2. Track content affinity and intent
3. Leverage data for nurturing, remarketing and demand capture

Key Target Audience:

1. IT Heads and senior members of IT Teams
2. CXOs in enterprises

K A B O O M

3 Pillars of KABOOM ABM:

1. Content Personalization
2. Journey Tracking
3. Intent & Engagement Tracking of Key Account Decision Makers



Background:

The global technology leader is headquartered in Belgium. Its revolutionary meeting room automation solution creates understanding between people by freeing them to interact easily and naturally, thereby making it a key component of a smart workplace.

ClickShare, is a revolutionary, wireless presentation and conferencing technology, creates understanding between people by freeing them to interact easily and naturally, thereby making it a key component of a smart workplace.

What we did?

We segmented about 3700 key accounts and about 7800 key decision makers by Size & Verticals of organizations and Function of decision makers.

Customer Journey:

Theme: Reinvent Your Workplace



Target the customer with natural content around trend, articles to drive them to automated content hub

Customer who opens personalised awareness level mails and clicked to reach awareness level content on microsite are served with engagement level content

Engaged customers are served specific case studies, white papers to take them to Advanced Engagement stage

Advanced Engaged level customers are driven to demo page

Given that ClickShare is an intelligent meeting room automation product, we wanted to own the category of smart working or smart workplace, instead of just focusing on the product as such. Hence created a theme christened- Reinvent Your Workplace and created multiple ad creatives, social handles and social content as well as a full blown content platform.



We integrated **KABOOM ABM** technology with this platform. Now, **KABOOM** works on 3 pillars- Content personalization, Journey Mapping and Granular tracking of engagement and intent.

Overall 9 personalized content journey scenarios were created, with multiple pieces of content created and rendered in a personalized way, such that each component resonates with the specific vertical and function specific audience set.



How Cloud Can Wipe Out Schools By 2025?

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Barco ClickShare Was Our Only Choice To Transform Our Meeting Rooms Into "Stress-Free Zones"

For a company who makes it their priority to provide comfort and convenience to their customers, it is no surprise that Sheela Foam was looking for the same convenience in their meeting

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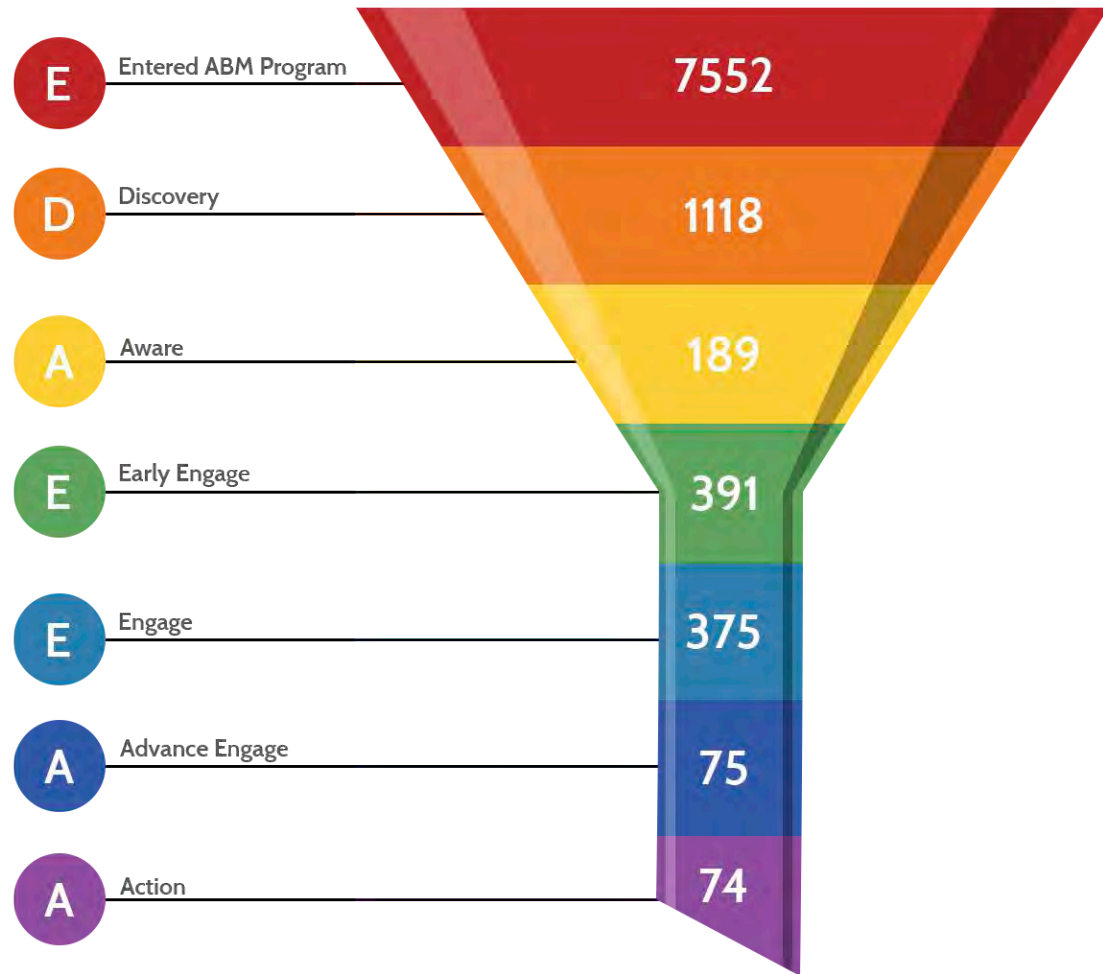


Once an audience set engages with our content, it embarks on an automated journey, where we track and score each activity, resulting in understanding of how conducive a person is to investing in ClickShare at any given point in time.

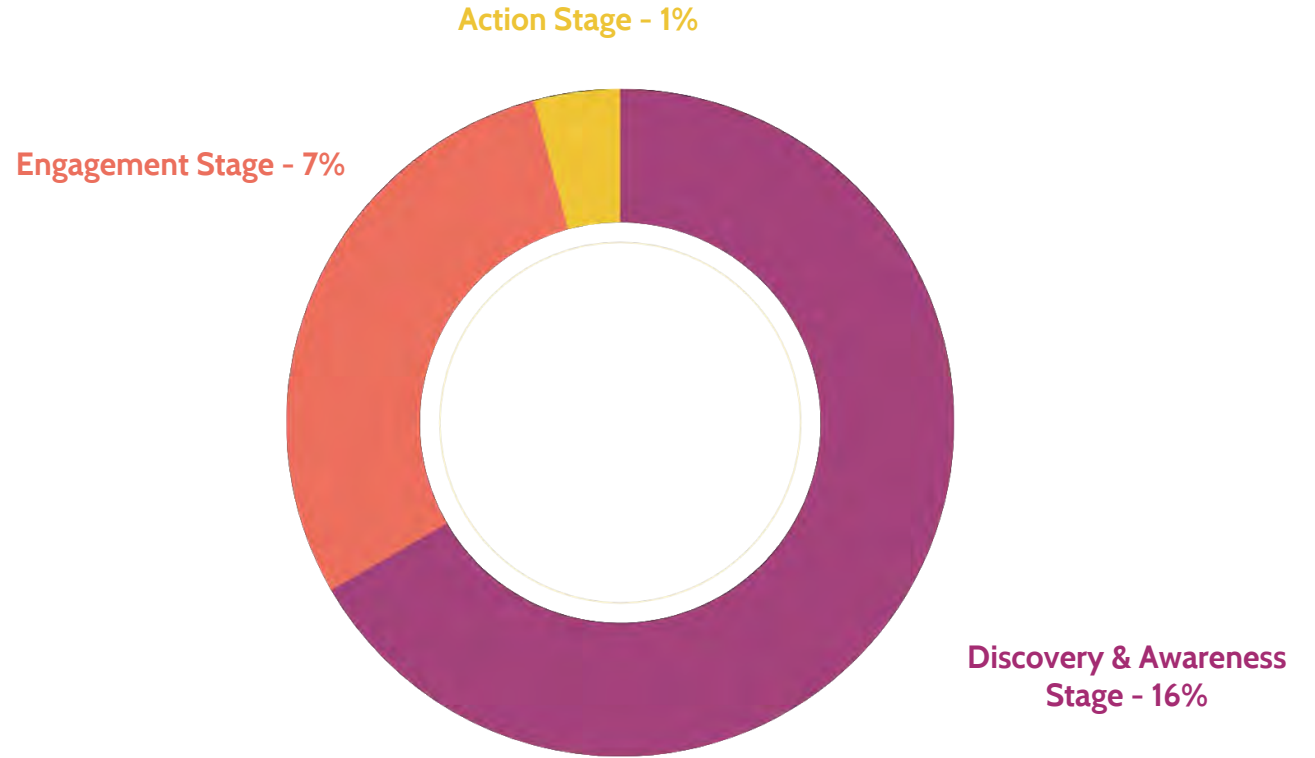
Key Result:

24% of all decision makers in key accounts tracked and their intent & journey stage captured.

Approx. Sales Pipeline



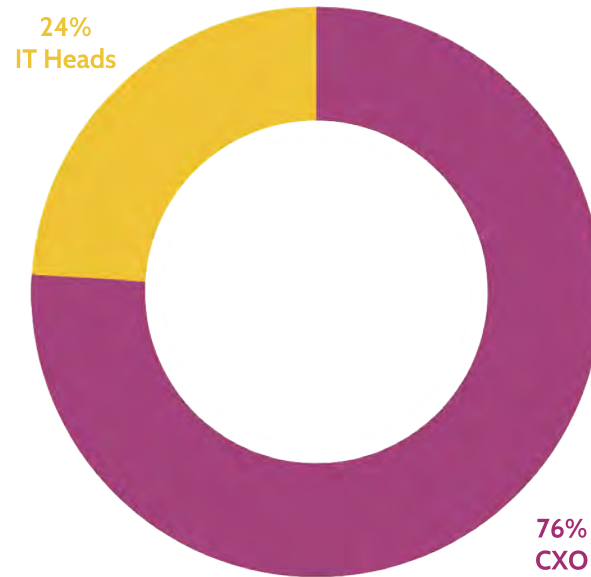
Accounts as per stage:



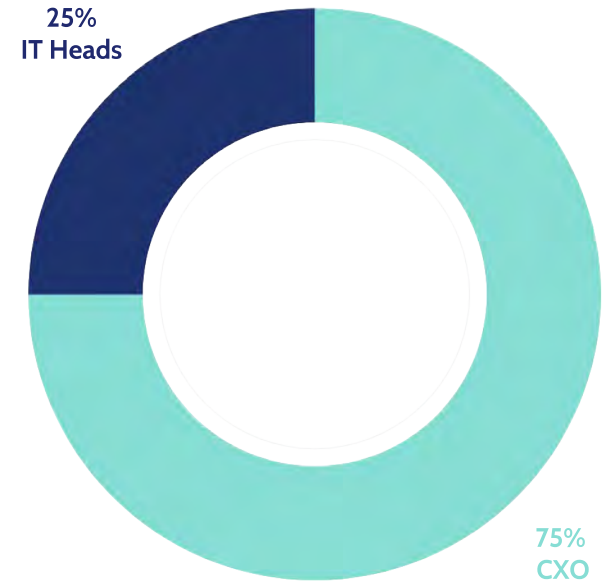
Key Accounts On Action Stage:



Designation Segmentation:



Large Scale Industries



Medium Scale Industries

For more information:
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