



**DOTCONVERSE**

Managed Martech & B2B Digital Marketing

**KABOOM**



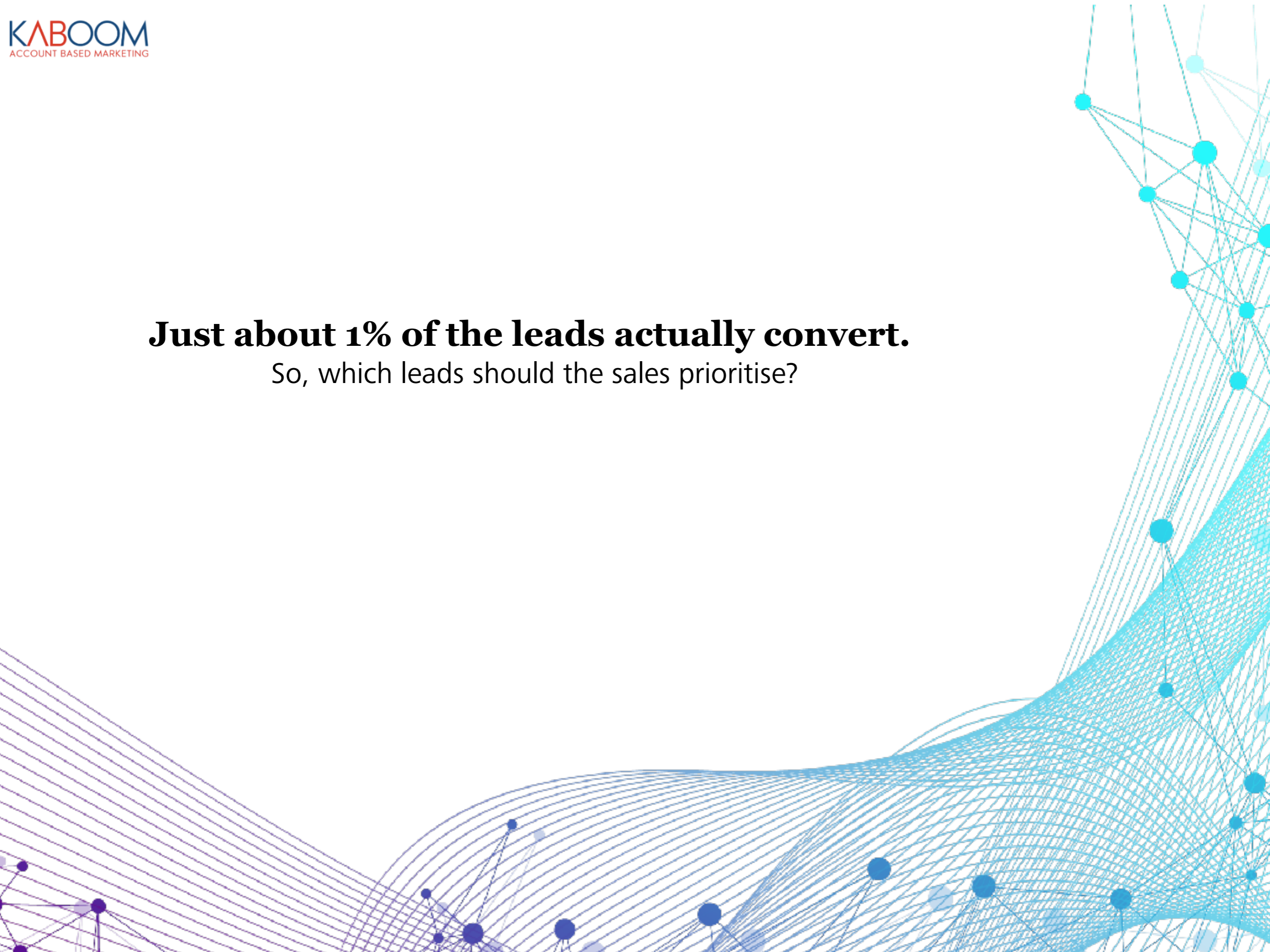
**20% of Key Accounts deliver 80% of revenues!**

How do you track & keep key decision makers engaged?



**Just about 1% of the leads actually convert.**

So, which leads should the sales prioritise?





**On an average 5.4 decision makers sign off a B2B order!**

Are you able to personalise your messaging for key stakeholders?



# **KABOOM (Key Account Based Online Optimised Marketing)-ABM**

a highly **aligned sales and marketing** effort that aims to **create awareness & drive engagement** within a **set of target accounts**, by **tracking journey funnels, personalisation and scoring**



# **KABOOM-ABM FRAMEWORK**

1. It's not about lead generation
2. It starts after the leads are collected- generally
3. It aims to focus on key accounts & prospects, track engagement through the journey funnel and prioritises action

# KABOOM-ABM FRAMEWORK

1. Who are we trying to reach?
2. What should we say?
3. Where should we say it?

Demand generation, on the other hand , starts with- What, goes on to Where and then to Who



KABOOM

# The Key Steps in KABOOM- ABM



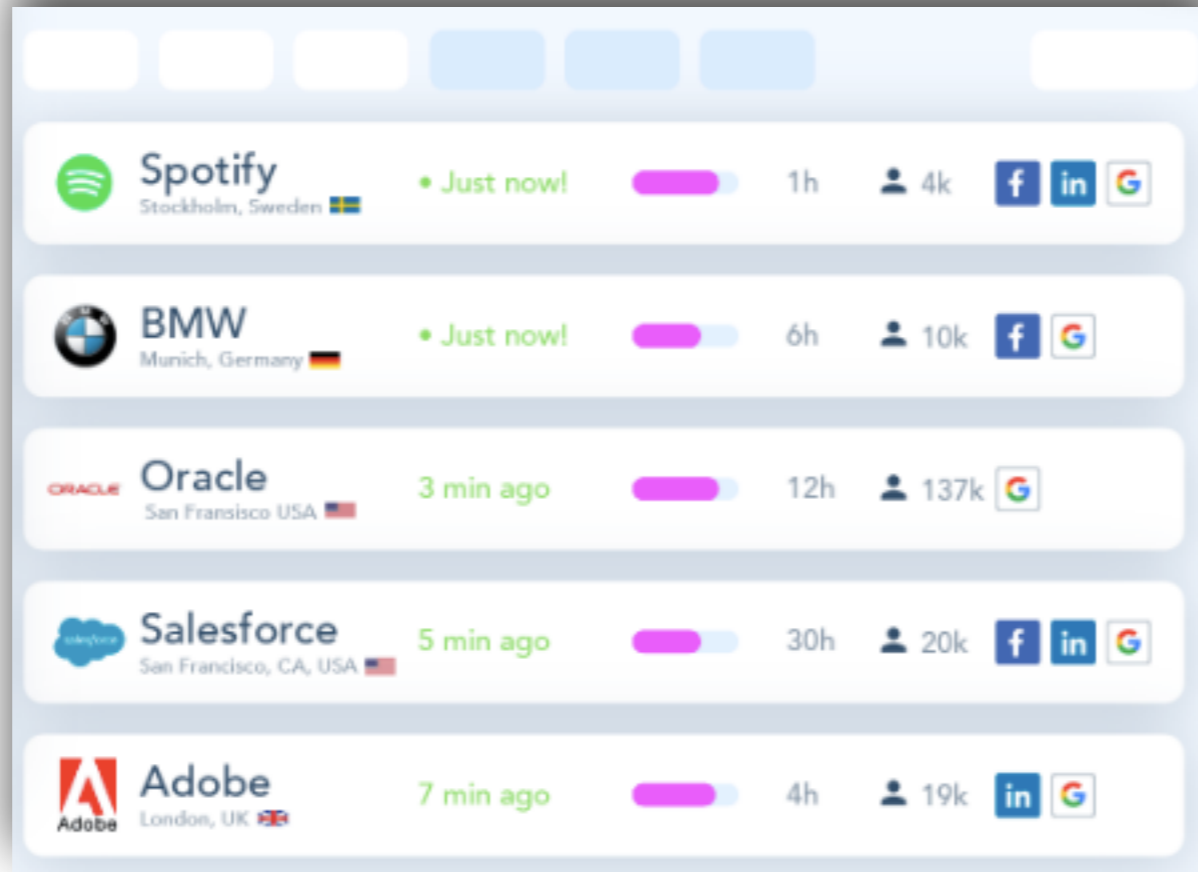


## Discover & Uncover Demand

- Validate and/or add missing data like specific designations or contact information
- Use AI to create lookalike accounts with high buying intent.
- Match Tags, cookies and IP with accounts
- Uncover intent from any account – even if they're not currently on your radar, and find which accounts are currently researching around your categories
- Data enrichment- adding data points to anonymous traffic



# Discover & Uncover Demand



Integrated technologies powered by sniffing anonymous user details



# Personalise At Scale To Drive Hyper Engagement

- Automated AI driven process to pick and show the relevant content to the right targeting slice.

Content personalisation dynamically triggers:

1. at the time of receiving e-mails
2. while reading content on website- through personalised ads and notifications
3. while searching on Google
4. while surfing on social platforms
5. in context to the journey funnel (Aware, Engaged, Ready for Action)

\* Includes custom audiences targeting and re-marketing

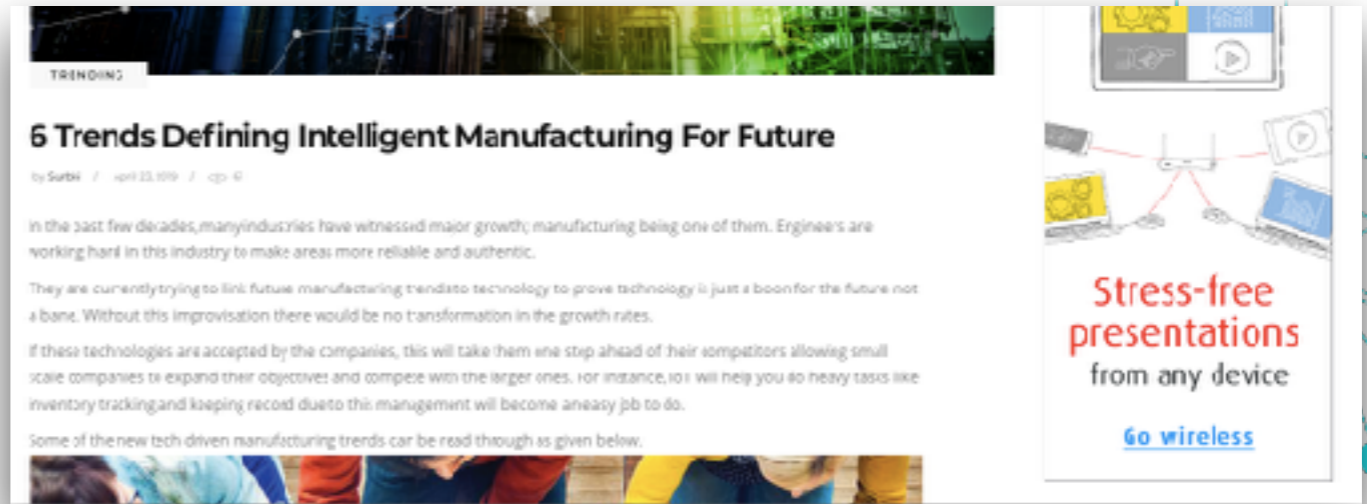






**CXOs in Manufacturing** sector, who are at awareness level , view different content than **IT Heads** in this segment who are deeply engaged

Display Ads + Social Ads + Web Content + eMailers- all are personalised and orchestrated



**TRENDING**

### 6 Trends Defining Intelligent Manufacturing For Future


by Sushil / April 23, 2019 / 10 min

In the past few decades, many industries have witnessed major growth; manufacturing being one of them. Engineers are working hard in this industry to make areas more reliable and authentic.

They are currently trying to link future manufacturing trends to technology to prove technology is just a boon for the future not a bane. Without this improvisation there would be no transformation in the growth rates.

If these technologies are accepted by the companies, this will take them one step ahead of their competitors allowing small scale companies to expand their objectives and compete with the larger ones. For instance, IoT will help you do heavy tasks like inventory tracking and keeping record due to this management will become an easy job to do.

Some of the new tech driven manufacturing trends can be read through is given below.



Stress-free presentations from any device

[Go wireless](#)



**FUTURE WORKPLACE**

### Make Way For Huddle



Seamless multiple device connectivity

[Get more info](#)

**ClickShare**  
wireless presentation system

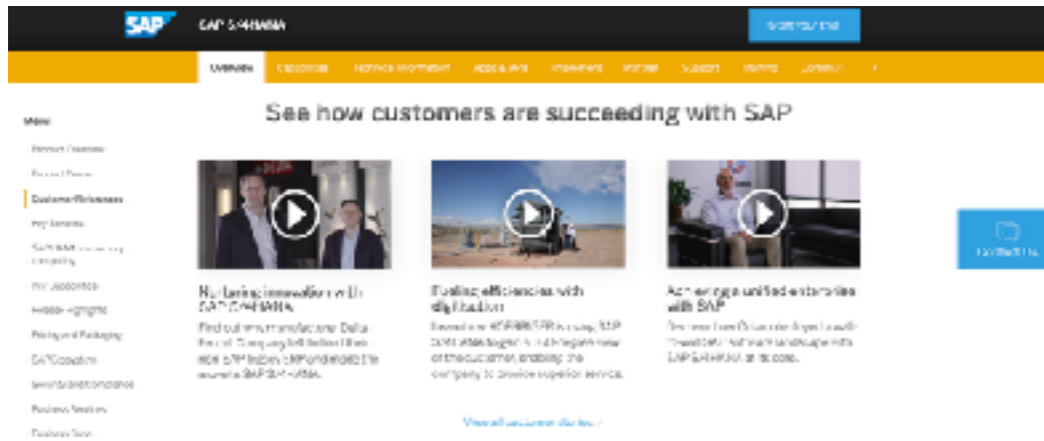
Recommended Videos



# Personalisation At Scale To Drive Hyper Engagement

## Customized Landing Pages

Customers will be exposed to the pages based on their buying stage, Industry, Function, Pain Point and product relevancy match.



## Content personalisation dynamically triggers



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# Get Full Funnel Insight



\*Estimated 1-10% contacts are tracked granularly.  
Aggregate or cluster tracking % is much higher



# Get Insights By Accounts or Account Clusters

	Account 1	Account 2	Account 3
Email Views			
Page Views			
Chats			
Ad Impressions on Site			
Clicks			
Form Fills			
Downloads			
Score			

\*Estimated 1-10% contacts are tracked granularly.  
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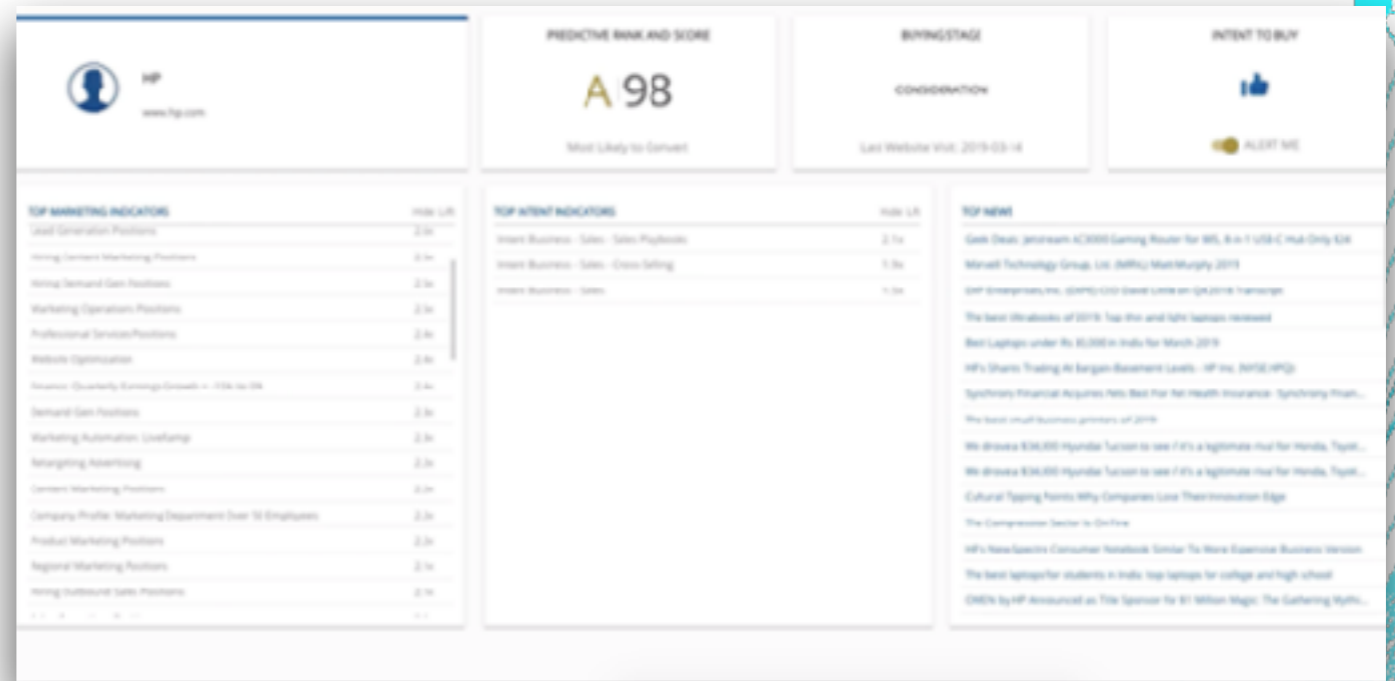
# Get Insights By Journey Stage

Email	Last Name	Organization	*Average Deal Size (Average Per Unit Sales Price)*	*Total Score	*Aware Score	*Engage Score	*Consider Score	*Action Score
saaron@basiglobal.com	Simon	Basil Systems		0	0	0	0	0
ajayarinivasan@adityabirla.com	Srinivasan	Aditya Birla Capital	200000	25	10	5	5	5
amit.rastogi@seagate.com	Rastogi	Seagate		0	0	0	0	0
anil.phaudhry@schneider-electric.com	chaudhry	Schneider	300000	20	5	5	5	5
anil.kakade@intinfotech.com	Madhav Kakade	Larsen & Toubro Intotech Limited		0	0	0	0	0
anis.namdar@insightindia.com	Inamdar	Insight Business Machines Private Limited		0	0	0	0	0
applicationengineer@nmcengineers.com	Sharma	NMC Engineers		20	10	10	0	0
arha07.desai@nkninfo.co.in	Desai	Mindbox		10	5	5	0	0



# Prioritise Sales Actions

- Only the most relevant leads or intent data reaches the sales teams
- Our intelligent scoring method prioritises accounts and leads so that sales teams do not waste time in calling unqualified leads.





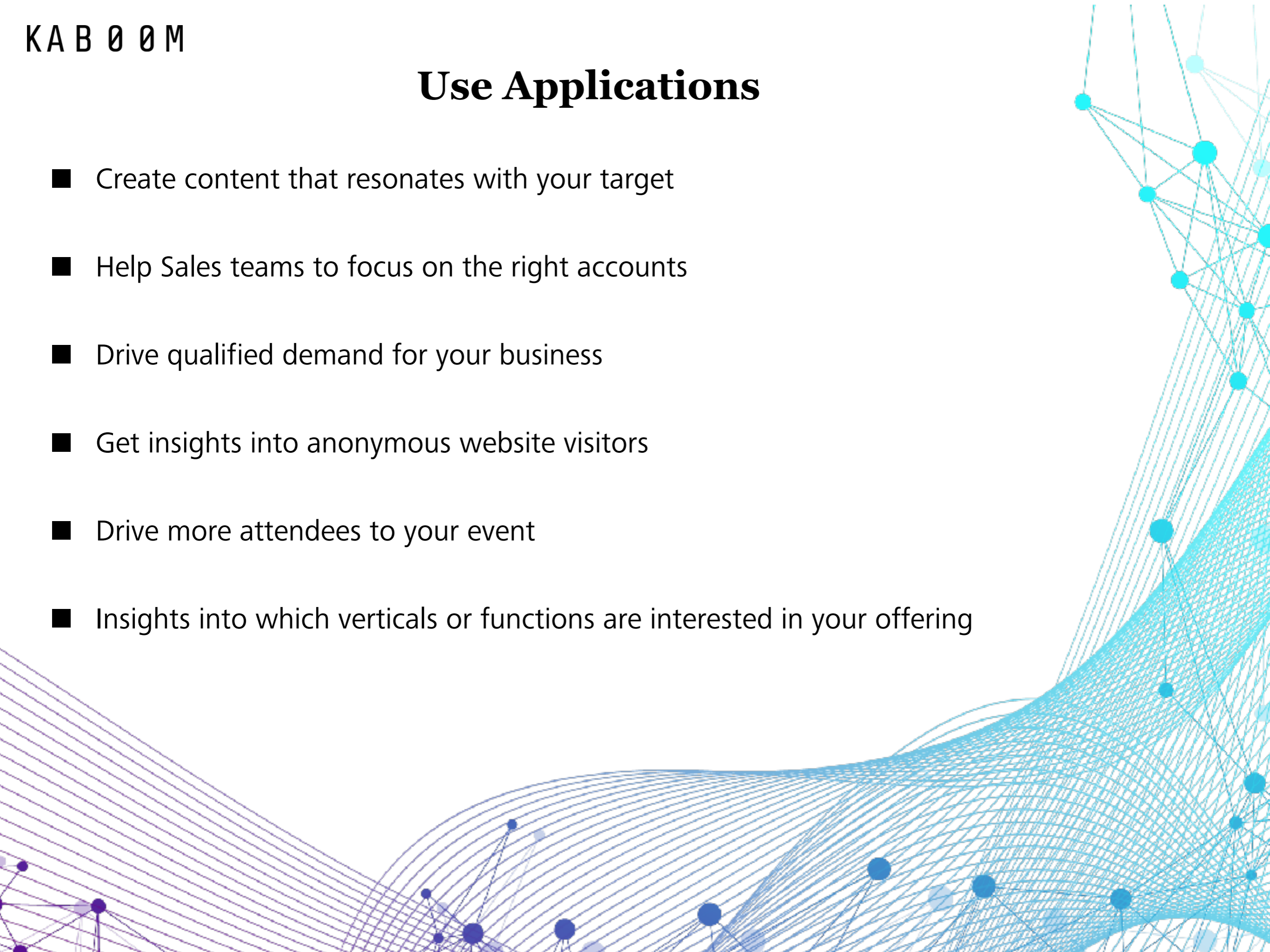
# Impact

- Active Accounts- Insights Into Targeting Segments' Journey funnel and Engagement
- MQLs (Tracked users who fill up a form or reach advanced engagement level in the journey funnel)
- Pipeline velocity (Later Stage)



# Use Applications

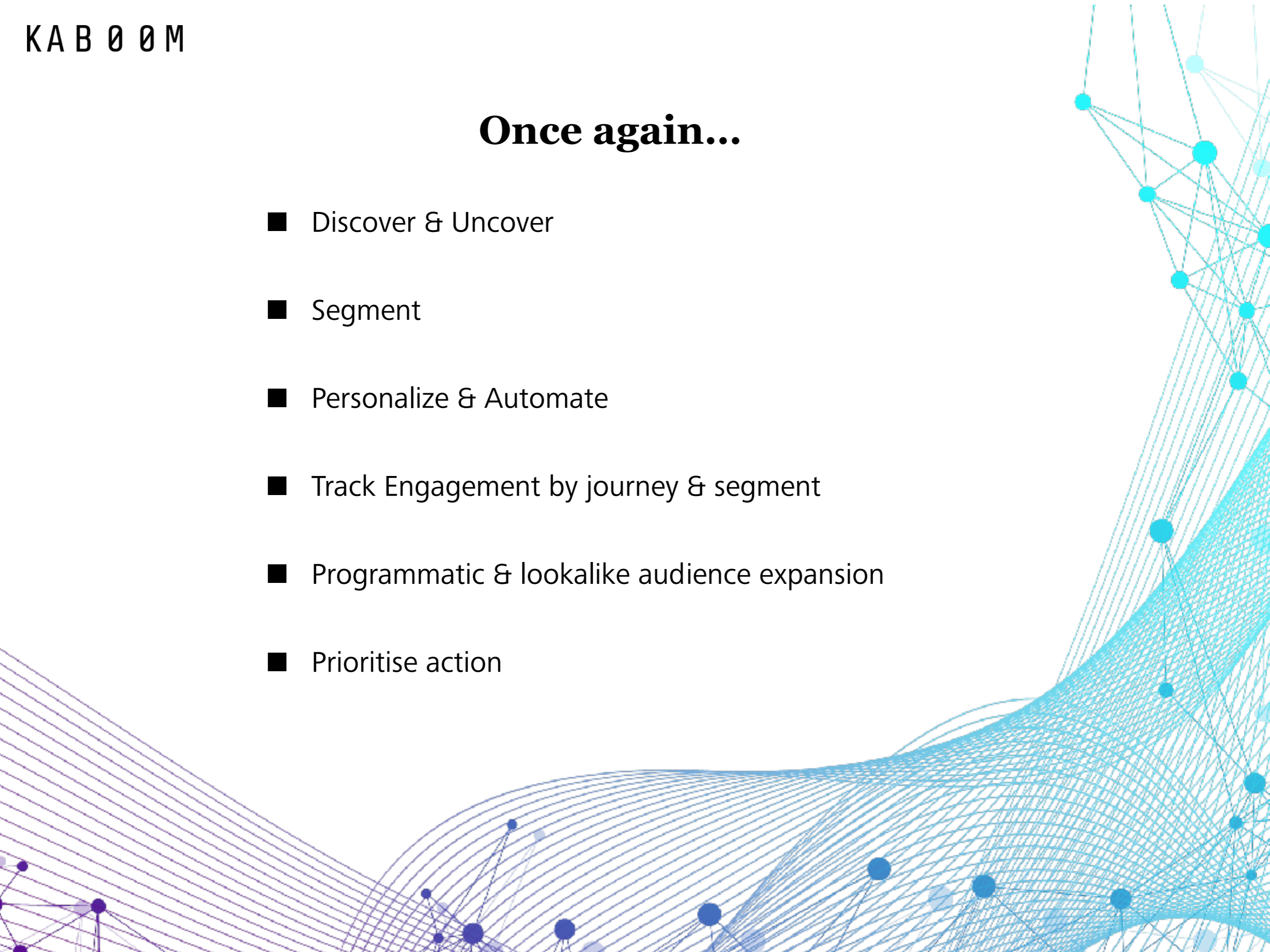
- Create content that resonates with your target
- Help Sales teams to focus on the right accounts
- Drive qualified demand for your business
- Get insights into anonymous website visitors
- Drive more attendees to your event
- Insights into which verticals or functions are interested in your offering





## Once again...

- Discover & Uncover
- Segment
- Personalize & Automate
- Track Engagement by journey & segment
- Programmatic & lookalike audience expansion
- Prioritise action





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