MADISON LOGIC

wyng

ABM SUCCESS STORY

The effectiveness of Activate ABM and Surging Accounts.

The ABM Test

Wyng was interested in testing account based marketing programs with several to solve their biggest marketing challenge of identifying accounts and finding the prospects at those accounts that met their ideal customer profile (ICP).

Madison Logic was one of these vendors, and we built a powerful surging account based marketing program for Wyng driven by our audience data. Our performance exceeded that of the other vendors. The breakdown of the program we built and the results are below.

Step 1

Identified topics related to Wyng's products that were surging.

Step 2

Developed an account list of companies consuming research related to those topics.

Step 3

Promoted Wyng's assets across our network targeted the companies on the account list.

Step 4

Analyzed the results.

Results: Account Penetration

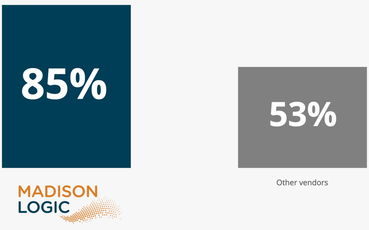
How many leads were individuals from the same target organization.

10x

Madison Logic's ABM program for Wyng resulted in 100% increase in account penetration in the amount of people we were actually touching within an organization versus the account penetration we received from other resources.

Results: Ideal Customer Profile (ICP)

Wyng's Ideal Customer Profile consisted of companies in the $1.5B-$50M revenue range in the Retail, CPG, Media & Entertainment, Hospitality, Travel, Automotive, Beauty, and Sports industries.



Of the 200 leads generated, 85% matched Wyng's Ideal Customer Profile, contrasting the 53% of other programs.

Benefits of Data Driven Marketing

Madison Logic's audience data understands which companies and individuals are actively engaged in research, enabling you to deliver your messaging directly to the right audiences, at the right time.

"Lead generation is really about gaining the attention of your audience in a meaningful way. I don't think without really leveraging what Madison Logic was bringing to us we would have been able to drive that same success in our other channels."

Jeff Soriano
Senior Director of Demand Gen
Wyng

Learn more at www.madisonlogic.com