

Data-driven ABM Helps Salesforce Customers Progress Through the Buyer's Journey

Customer Story

- ↑ Volume of qualified accounts for sales pipeline
- ↑ Marketing-influenced revenue
- ↑ Delivery of personalized and relevant buyer experiences for target accounts

Challenges

- Needed to deliver a more personalized and relevant experience for target accounts in a broad market
- Prove marketing ROI and value to the sales pipeline
- Needed data-driven insights in mapping out target account lists

Founded
1999

Headquarters
San Francisco, CA

About Salesforce:

Salesforce is the global leader in CRM, helping companies connect with customers in a whole new way. Salesforce enables companies of every size and industry to digitally transform around their customers by harnessing the power of automation, artificial intelligence, and real-time data to make every customer experience more personal, valuable and memorable. With a global community driven by shared core values, Salesforce is more than a business – it's a platform for change.

The Opportunity

Salesforce is the global leader in customer relationship management (CRM) software and applications focused on sales, customer service, marketing automation, analytics, and application development. Dedicated to bringing organizations and customers closer together, Salesforce markets its offerings to a global customer base made up of the largest and smallest organizations.

Andrew Ward, Marketing Director for Salesforce Australia and New Zealand, leads a team of B2B marketers developing campaigns that inspire sales, customer service, marketing, IT, and commerce professionals to build a relationship with Salesforce. Their campaigns target each customer for each step of the buying journey, from net-new logos to account expansions and cross-departmental adoptions.

"In a world where personalization and relevance are hyper-important, we need to deliver value to individuals within these accounts."

Personalizing and providing relevant content requires understanding accounts and the buying committees responsible for making a purchase decision, and this was the opportunity that Andrew took to Madison Logic with his ABM campaigns.

The Solution

While Andrew and his team were newer partners for Madison Logic, Salesforce had been working with Madison Logic as a client and as a technology partner for some time before Andrew joined.

Andrew's partnership with Madison Logic includes two key processes:

- Andrew meets with his Madison Logic account team to layer Salesforce's first-party account data with the ML Insights' combined data set to identify and prioritize accounts. Madison Logic's breadth and scope of data help Andrew and his team identify decision-makers and champions involved in purchase decisions for each account.
- The Salesforce marketing team activates multi-channel ABM through Madison Logic's ABM Content Syndication and ABM Display Advertising to deliver the right content to the right person at the right time.

"Madison Logic's targeting and intent solutions amplify the effectiveness of our own first party data. Intent helps us further tighten our target accounts to ensure we get maximum value from our marketing investment. Then, we use Content Syndication as the vehicle to get the right content in front of the right individuals in our target accounts at the right time."

Andrew Ward

Marketing Director, Salesforce Australia and New Zealand



The Results

Madison Logic maximizes the effectiveness of Salesforce's marketing strategies to ensure Andrew and his team reach the right customers at the right time to inspire them to take the next step with Salesforce. This could be a marketing step, like downloading a whitepaper or product sheet, or a sales step like booking a meeting to demo the product. With ML Insights data, Andrew and his team provide a personalized and relevant experience for the buying groups to accelerate through the buyer's journey.

"We have a high-propensity-to-buy model which helps us target those organizations that are interested in gaining value from us at a certain time. Intent data from ML Insights helps us tighten our target accounts to ensure we get maximum value from our marketing investment."

Andrew also enjoys planning and interacting with the Madison Logic account team for the best fit ABM campaigns. From the start of the relationship and through every campaign, his account team provides competitive insights and direction that leads to higher account engagement and more effective campaigns.

"Madison Logic is an important part of our marketing mix. One of Salesforce's values is customer success, and we share that value with Madison Logic. I can see it in the way our Madison Logic account team operates. We continue to work with Madison Logic because they deliver results at the end of the day."



Increased volume of qualified accounts for sales pipeline



Increased marketing-influenced revenue



Delivery of personalized and relevant buyer experiences for target accounts

Madison Logic empowers B2B marketers to convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer's journey. The ML Platform, the leading data-driven, multi-channel media activation and account measurement platform for the enterprise, enables organizations to identify and prioritize the best companies to engage, activate across multiple channels, and value the impact of their strategy to shorten sales cycles and positively impact ROI.