

CompassABM Enables a Fast, Affordable ABM Pilot



InfinityQS, the leading quality management software provider for manufacturers, understands how to connect with customers. Following a major rebranding effort, award-winning website redesign, and successful launch of its cloud-native Enact platform, product sales were at an all-time high.

Yet the sales and marketing teams knew they couldn't rest on their laurels because, as sales people know, "today's record is tomorrow's quota." They aimed to continue their momentum while landing and expanding new accounts, with a particular focus on creating a steady stream of high-value enterprise accounts in their target industries.

With today's buyers increasingly doing their own research—and generally reluctant to talk directly to sales—the company needed a purposeful way to deliver customized messages to its most valuable accounts and prospects. Fortunately, the company's multiyear, multiphase marketing roadmap had supported the creation of a robust, customer-centric content marketing machine. The marketing team had partnered with Refactored to develop an information-rich website featuring intuitive navigation, customer-centric storytelling, and content assets that addressed visitor needs at the level of industry, role, and pain point.

Now, the InfinityQS team was ready for the next phase in their long-term plan: an Account-Based Marketing (ABM) pilot.

InfinityQS®

Quality Re-imagined

Project Snapshot: InfinityQS—Account-Based Marketing Pilot

Client

InfinityQS is the leading developer of quality management software that helps manufacturers monitor and control product and process quality and optimize operations.

Challenge

- Expand lead generation by moving from promoting primarily to large, general market segments to adding direct communication with targeted, high-value accounts.
- Create personalized content at scale to address individual stakeholder concerns across a wide spectrum of industries and customer needs.
- Promote current offerings to high-value prospective customers who might visit the InfinityQS website, but were reluctant to communicate through other channels.
- Provide the sales team with the necessary tools to continue to record sales growth while transitioning customers from a one-time sales model to a subscription model.
- Reiterate the value of InfinityQS products and services to existing customers whose companies merged with or were acquired by non-customer companies.

Solution

Launch a comprehensive, cost-effective ABM pilot to continue the company's drive for sales and customer engagement.

Benefits

- Leveraged comprehensive content marketing assets to launch ABM pilot within the span of just 12 weeks.
- Implemented cost-effective ABM at scale by developing a robust technology solution that works with existing web platform.
- Energized sales team by providing the capability to more quickly connect with interested accounts and communicate an understanding of accounts' needs and priorities.
- Helped sales and marketing teams align even more closely on content and assets to drive high-value sales

Needed: New Marketing Strategies for Continued Growth

After several years of record-breaking sales, InfinityQS—the leading quality management software provider—clearly knows how to engage customers. But its introduction of a subscription-based platform, as well as modern trends in its target industries, set new challenges for the company.

Fortunately, the marketing teams had already built a robust foundation of content marketing assets designed to allow the company to pivot to the next phase of its long-term marketing roadmap: ABM.

The marketing and sales teams had already developed a rich list of prospective customers who would benefit greatly from InfinityQS products. Working closely with Refactored, the teams developed a strategy for a personalization pilot that would address that list at all three ABM levels:



- **Strategic:** This program would create highly customized content and resources for a handful of the sales team's "dream" accounts. A sale to just one of these would justify all the effort going into the ABM program.
- **Lite:** This level of personalization spreads customized content across several well-researched accounts in well-known industries. This level of ABM is more automated and requires fewer sales and marketing resources than a single-account strategy, but converting a couple of these accounts will produce a strong ROI. This ABM layer also provides an inroad to nurture less-engaged accounts to bring them into a strategic program over time.
- **Programmatic:** This ABM level is sometimes downplayed because it's the simplest to implement. However, for a company like InfinityQS, which knows its target industries and customers well and has developed a library of content to serve them, this level of personalization is incredibly useful for ongoing outreach, creating relevant connections and providing a foundation for other ABM levels.

With a strategic vision in place, InfinityQS turned to Refactored to develop an effective way to deliver those specific, targeted messages to high-value accounts and prospects. However, our evaluation of existing ABM technology platforms turned up one sticking point: most of them were wildly expensive.

The practice of ABM requires balanced investments in planning, content production, and account research in addition to technology. We needed a content customization tool that wouldn't immediately exceed the allocated budget, leaving little or nothing for the execution of an effective ABM engagement strategy.

To solve the problem, our programmers decided to develop our own software tool—one that would deliver the vast majority of required ABM features in a cost-effective way.



"Now, instead of broadcasting a message to big markets, we're wanting to engage in one-to-one conversations with key account stakeholders. The trick is to get them into that stage of the buying cycle faster. Account-based marketing is a natural fit for the kind of conversations we want to have—with the customers we want to engage."

John Hicks,
Head of Sales and Sales Operations,
InfinityQS

Delivered: Affordable ABM Technology

Personalized content is at the heart of ABM. But to deliver that content at scale, it's essential to have a technology solution that can automate delivery of the right messages to the right people.

InfinityQS's website runs on Kentico, a full-featured, all-in-one CMS, e-commerce, and online marketing platform. Through Kentico, we already had contact record management capabilities and could easily manage website content, provide great customer experience, and deliver personalized content across digital campaigns.

To enhance those capabilities, we needed to be able to identify users before a form conversion, enhance their EMS contact record with the identified company data, and deliver personalized content at scale—three things Kentico couldn't do natively. To solve that issue, Refactored's Kentico certified developers created a new software tool, CompassABM, an online platform that delivers core functionality to support ABM.

CompassABM speeds the ABM process, helping you identify account names and industry information before form conversion. As a result, you can deliver content and site personalization from the user's first visit. Additionally, the software provides sales people with real-time alerts so they know when a key account is visiting the website. And a daily digest report summarizes those visitors' onsite activity. This real-time information helps sales teams perfectly time outreach to accounts that are showing engagement or buying signals.

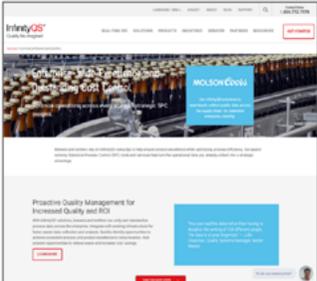
For InfinityQS, our longstanding relationship with both sales and marketing made it easier to develop an ABM pilot program. First, we worked with sales to segment their list of high-value and high-interest accounts. We categorized these into a handful of "dream" accounts for strategic ABM; the rest were earmarked for the lite ABM program. We met with the sales team to understand the priority challenges and needs for each account. Accounts that weren't included in these two levels were assigned to the programmatic ABM segment.

Next, we worked with the company's marketing team to evaluate the need for new or customized content to address the concerns of each strategic and lite account. We included current customers in our content planning because many InfinityQS clients were in the midst of (or had recently completed) mergers or acquisition activities, shifting allegiances and product preferences. Others were ready to update their SPC technology but weren't necessarily aware of the company's new Enact product.



A Robust, Integrated ABM Program

With the target account information confirmed, we created account plans for strategic, lite, and programmatic accounts. Then, we designed custom web pages, banners, and ads, and developed nurture emails for each account plan.

 Programmatic ABM (one-to-many) 900+ Desired Named Accounts	 ABM Lite (one-to-few) 83 High-Value Named Accounts	 Strategic ABM (one-to-one) 6 Expansion Opportunities
		
<ul style="list-style-type: none">▪ Broad level pain-based messages, rooted in industry language, with curated content to effectively market to this target audience.▪ Picture and contact information for a general sales associate.	<ul style="list-style-type: none">▪ Targeted company messages, industry context, and relevant curated content to effectively market to this target audience.▪ Picture and contact information for the assigned sales associate.	<ul style="list-style-type: none">▪ Deep, company-specific storytelling focused on communicating past success and helping visitors imagine future results.▪ Filled with metrics, testimonials, and videos that speak directly to the brand, and specific anecdotes to further expansion across the organization.▪ Picture and contact information for the assigned sales associate.

“We’re excited to see the results. ABM is the culmination of a multiyear marketing evolution for our company. We needed to ensure the pilot was professionally executed and cost-effective so that we could continue building it over the long term. With Refactored’s help and CompassABM, we’ve launched our ABM project more quickly than we thought possible.”

Greg Matranga, Vice President of Global Marketing, InfinityQS

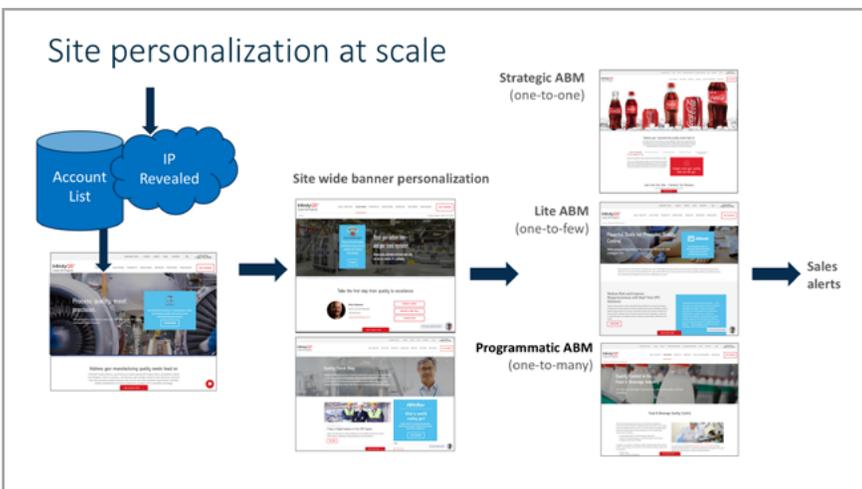


Results: An ABM Pilot, A to Z

With Refactored's help and CompassABM, InfinityQS was able to launch a fully fledged ABM pilot in just three months.

The program included all three levels of ABM and supporting content from start to finish:

- Account plans for use by sales and marketing
- Templates for both strategic and lite pages
- Customized content for each strategic and lite account as well as industry-relevant content for programmatic accounts
- Sitewide banner personalization and a full digital ad program in LinkedIn for marketing to targeted accounts
- Graphics, images, and logos for use with strategic and lite account personalization
- Deployment of data into CompassABM
- Industry-based nurture email series for use with programmatic accounts
- Pain-based nurture email series for use with lite accounts
- Role-based nurture email series for use with strategic accounts
- Immediate notification of sales reps when target accounts visit the site
- Daily reports detailing target account activity on the site
- Baseline metrics for use during measurement as pilot progresses



Hicks also notes that his sales team is re-energized around their new ability to connect more quickly and directly with customers and to know immediately when a target account visits and which content they interact with. Matranga appreciates the fast implementation—and the fact that CompassABM can scale to meet his needs, rather than eating up marketing budget with tech features that aren't being used.

The InfinityQS team is currently monitoring the pilot's progress.

Build Your Own Custom Pilot

When you build an ABM pilot, the programs you create can be as customized as the content you deliver to your target accounts.

Although it made sense for InfinityQS's pilot to include all three levels of ABM, every organization will have different goals. If your sales team simply wants to create more qualified leads by directing incoming website visitors to the most relevant content on your site, a programmatic ABM pilot can be up and running fairly quickly and easily. If you're looking to lead your biggest prospects through a highly customized path to purchase, you'll want to plan for more up-front strategy, research, and content development.

Your ABM program can be as robust as you need it to be. Regardless of the strategy you choose, with Refactored's help and the power of CompassABM, ABM doesn't have to break your budget or overwhelm your internal team.

Let's start where you are.

Contact Refactored



Refactored

About Refactored

Refactored is a full-service B2B digital agency helping brands navigate the complexities of modern marketing by aligning people, process, and technology. Our goals are to showcase your brand's unique value and generate results that matter to your business. We help you find your voice, tell your story, and outperform your competition. Through engaging online and offline experiences that align with your customers' needs, we help you educate stakeholders and motivate them to positive action. Refactored serves national and international corporate clients from our home offices in Colorado. Let us show you how to demonstrate your compelling purpose—and strengthen your brand from the inside out.

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