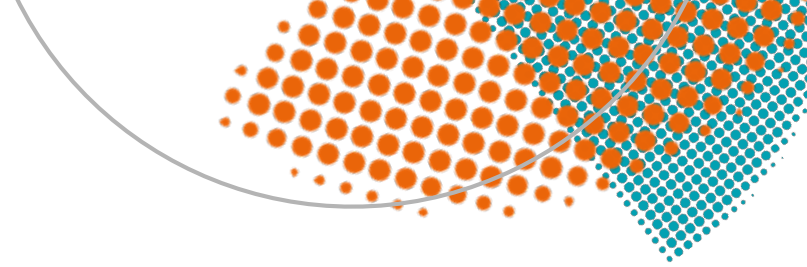


Everything you wanted to know
about ABM (but were afraid to ask!)



B2B Marketing
Insight · Development · Training · Events

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@robertnorum



Agenda

ABM in 2020

Defining the ABM process

Identifying & segmenting accounts

The use of insight in ABM

Developing your value proposition

Measurement & KPIs

2 x ABM case studies

Q&A

ITSMA Definition

“Treating individual accounts as a market in their own right”

A structured approach to developing and implementing highly-customized programmes to accounts, partners, or prospects.

This approach involves marketing and sales taking a close look at key business issues facing the target, mapping them to individuals, and tailoring campaigns to address those issues.

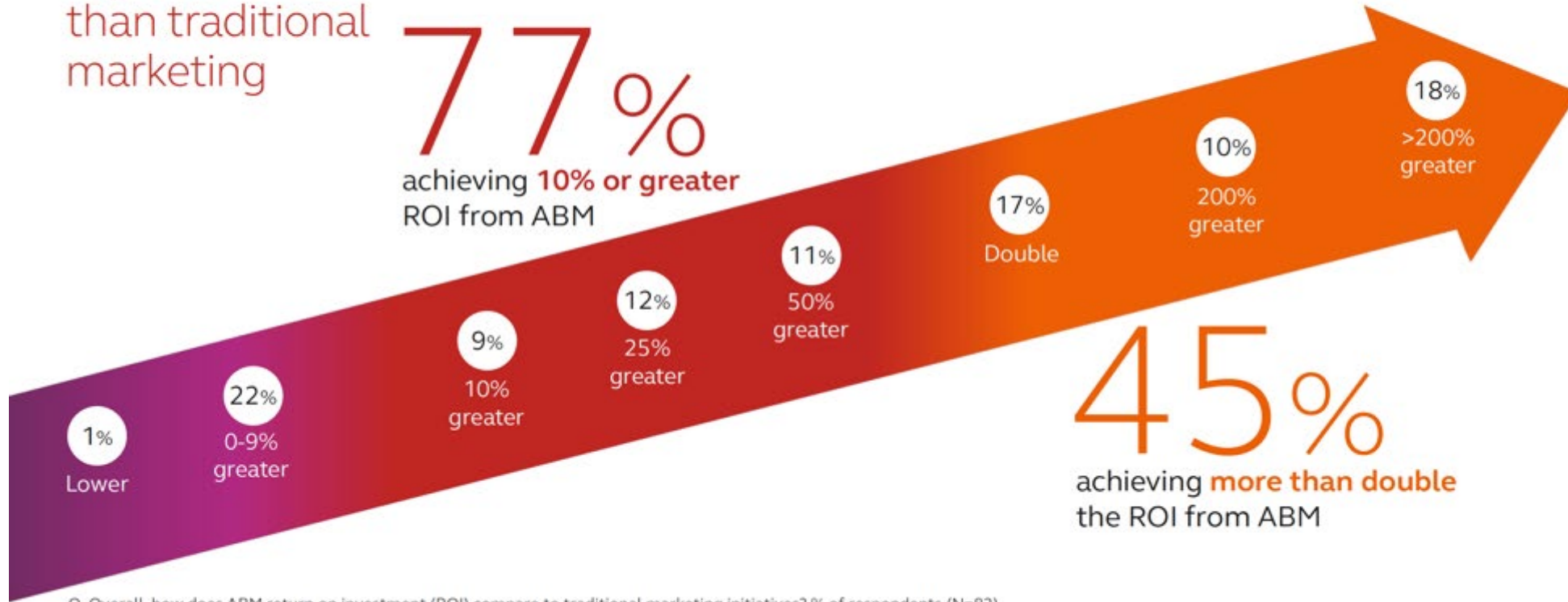
93%

B2B companies say ABM is “extremely” or “very” important to overall marketing efforts

Source: SiriusDecisions – State of ABM Report 2017 (2016 : 87%)

ABM delivers substantially higher ROI than traditional marketing

ITSMA research has long documented the fact that ABM delivers higher return on investment (ROI) than all other types of marketing programs. This year's study digs deeper, and shows that ABM programs are most often generating substantially higher returns; with almost half of ABM leaders generating more than double the ROI of other marketing efforts.



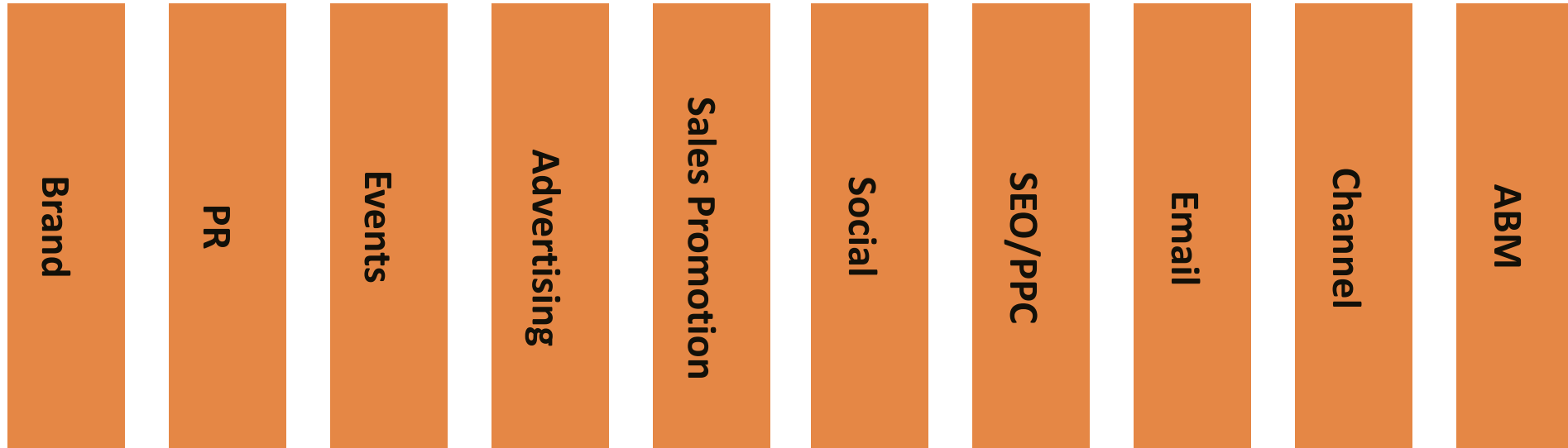
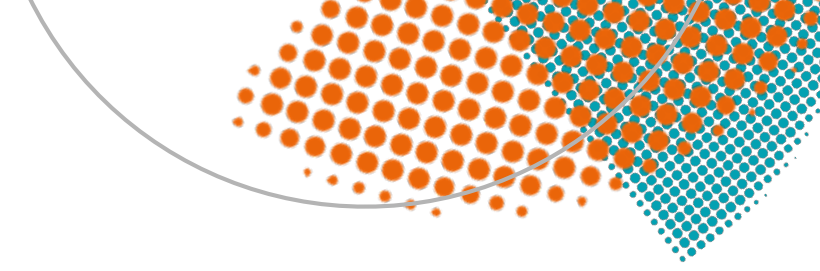
77% achieving 10% or greater ROI from ABM

45% achieving more than double the ROI from ABM

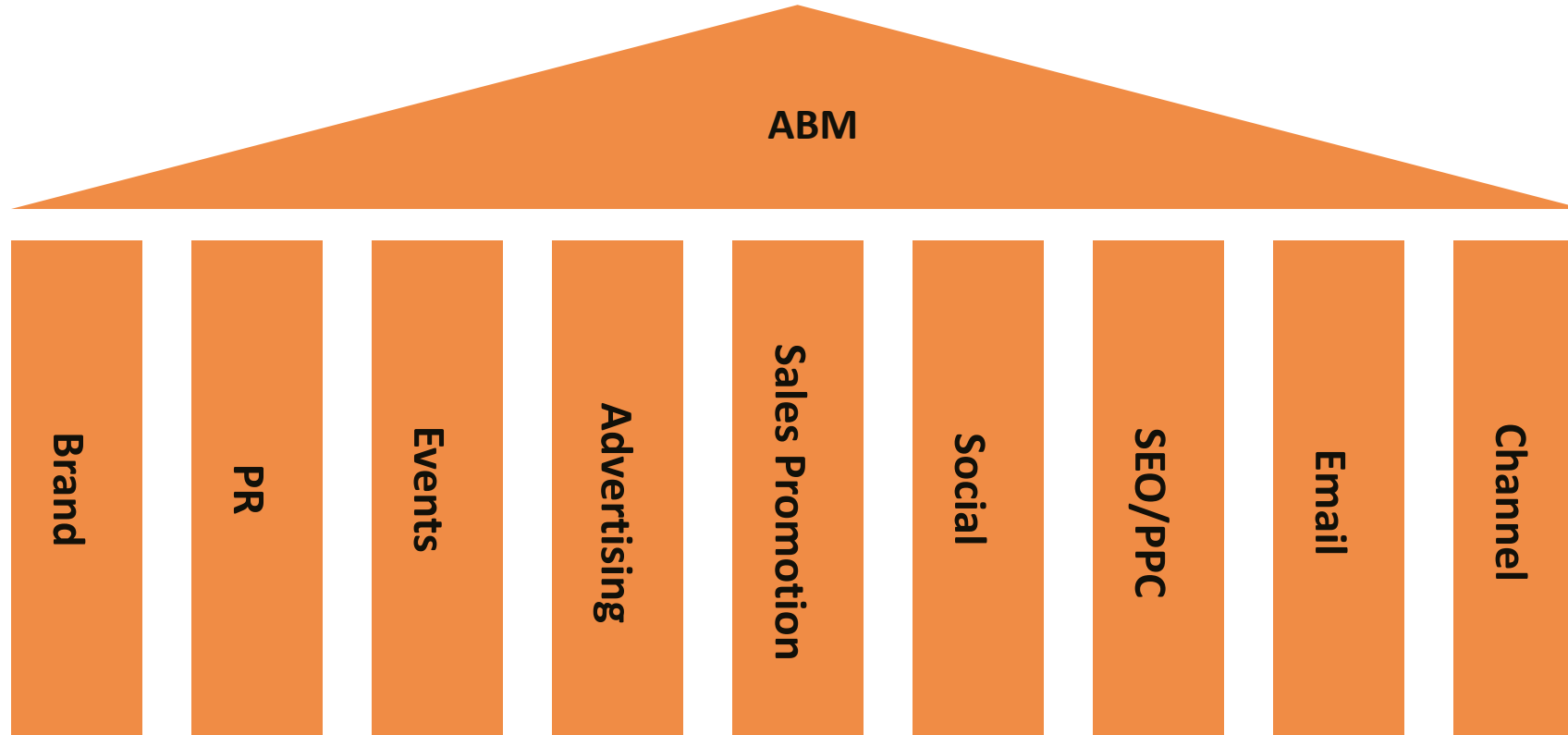
Q. Overall, how does ABM return on investment (ROI) compare to traditional marketing initiatives? % of respondents (N=82)
Source: ITSMA and ABM Leadership Alliance, 2018 ABM Benchmark Study, October 2018

Raising the Game with ABM: 2018 Benchmark Study | Research Report | SV4605R © 2018 ITSMA and ABM Leadership Alliance. All rights reserved. www.itsma.com

ABM is no longer a budget line item



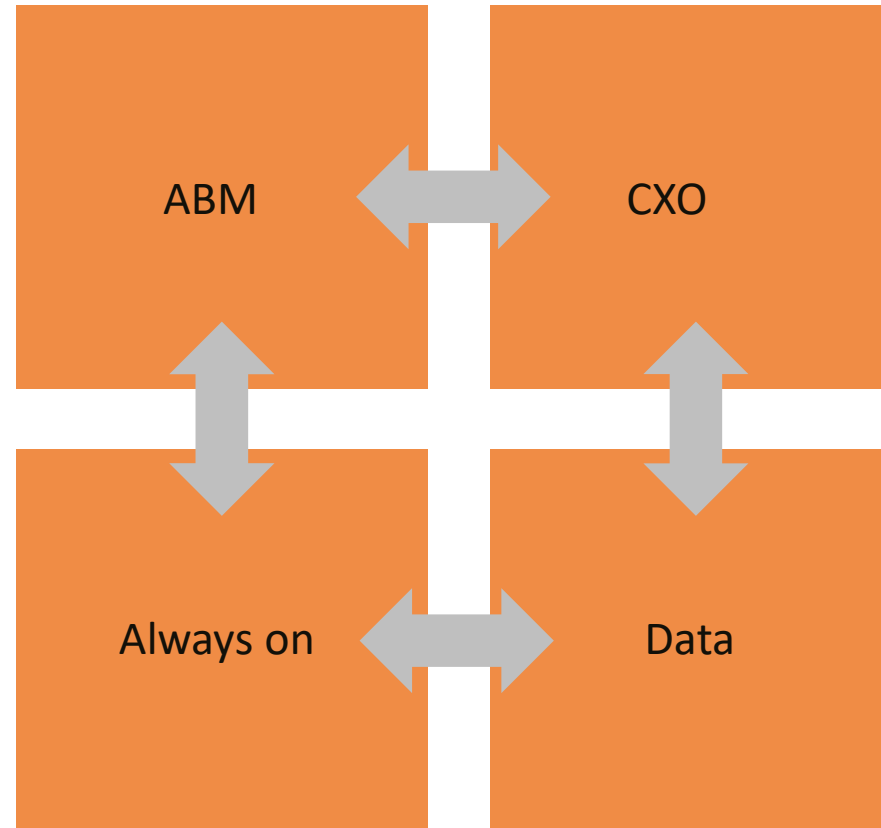
ABM is a strategic approach to sales & marketing



ABM should have a close interlock with all marketing activities

Ensure a strong interlock between ABM and other marketing campaigns

Leverage existing content initiatives wherever possible



Make c-suite and influencer marketing an integral part of ABM account activity

All ABM activity should be based on insight and data

ABM has a role to play across the sales cycle



Defining the ABM Process

1:1 ABM Process

Recommended end-to-end ABM process for 1:1 accounts



1:Few ABM Process

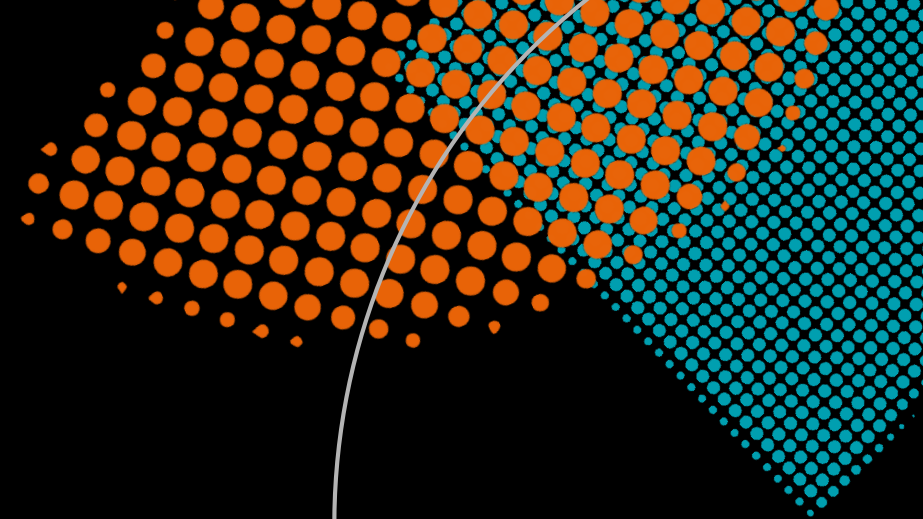
Recommended end-to-end ABM process for 1:Few accounts



1:Many ABM Process

Recommended end-to-end ABM process for 1:MANY accounts

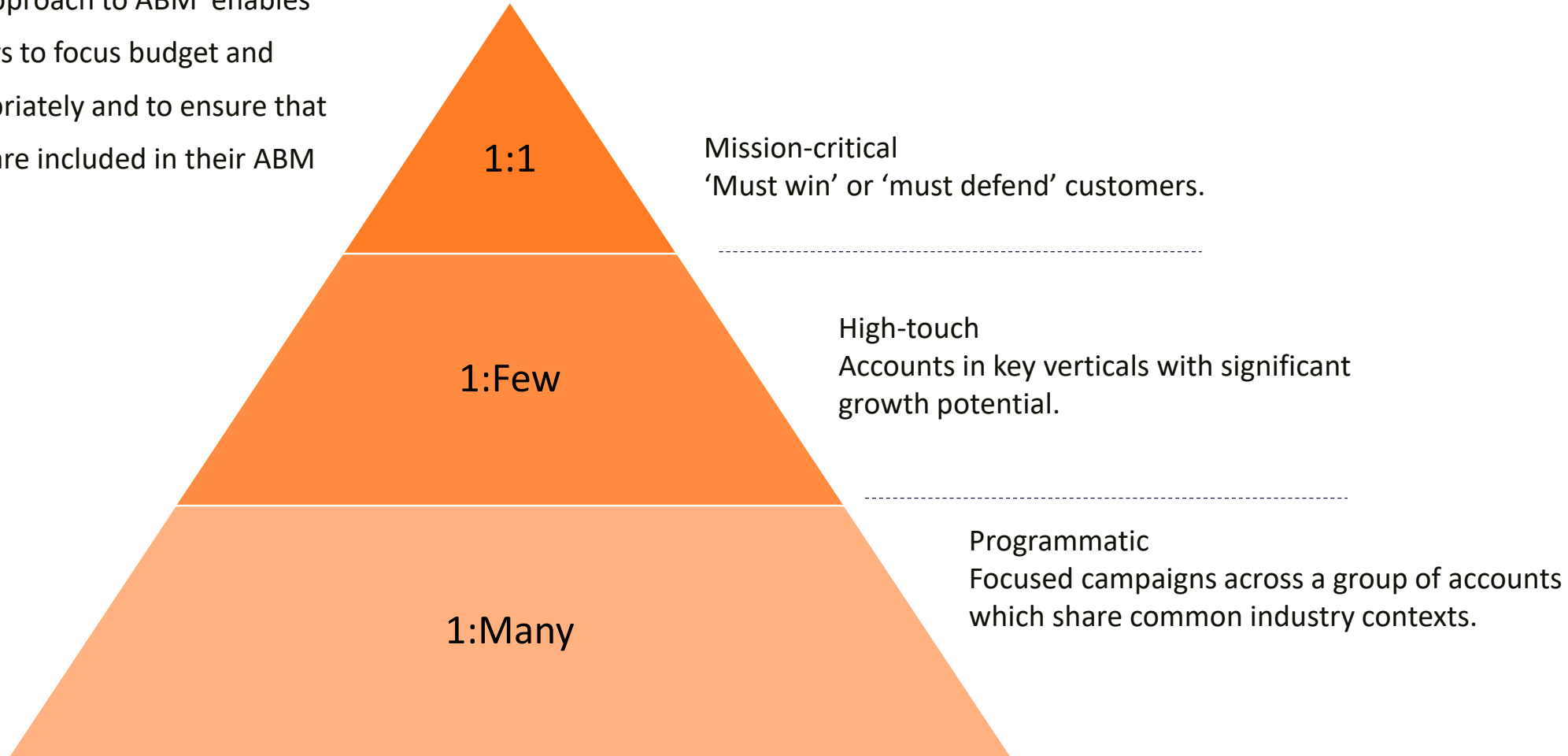




Identifying and segmenting accounts

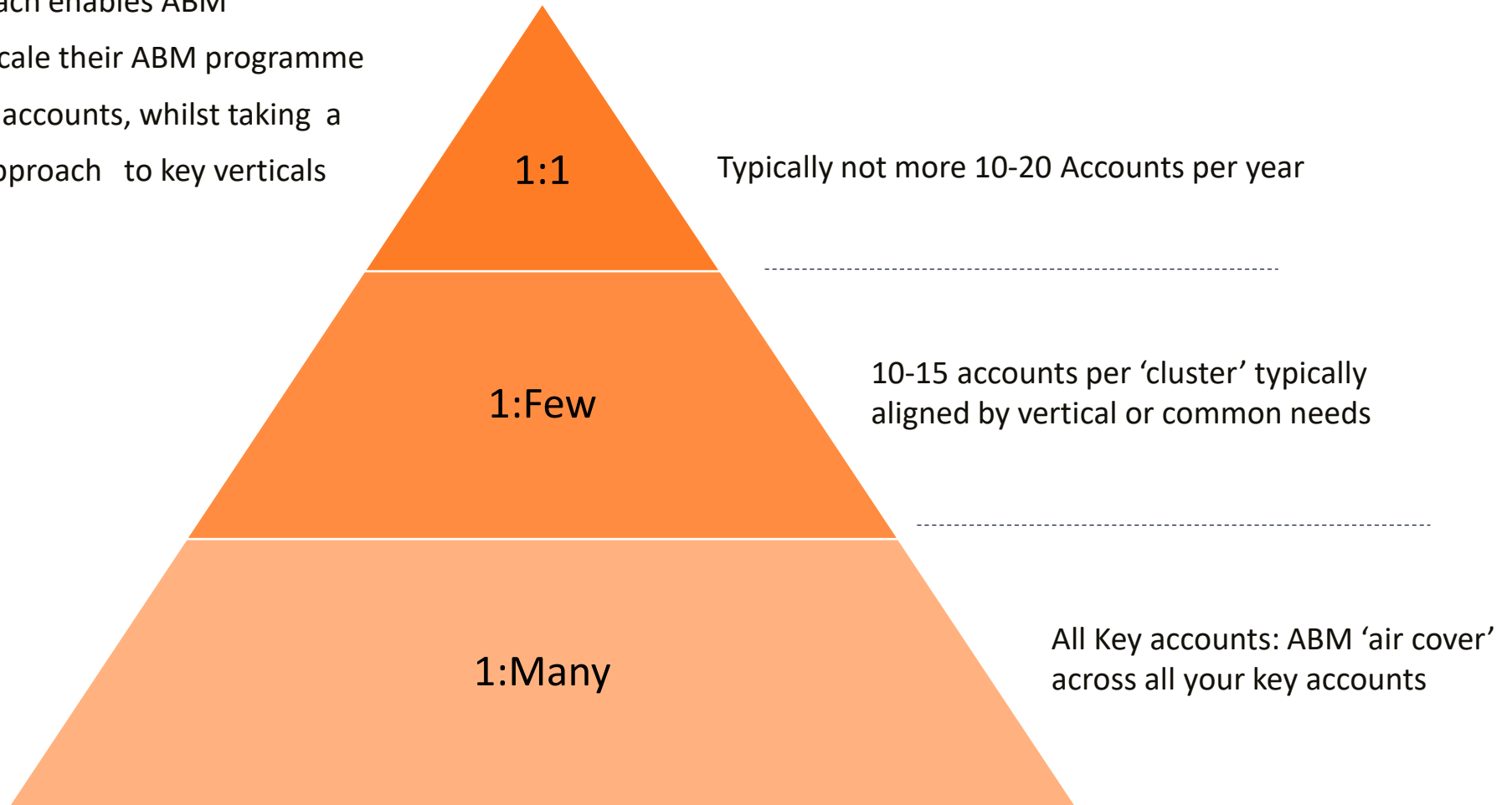
ABM Segmentation

Taking a tiered approach to ABM enables ABM practitioners to focus budget and resources appropriately and to ensure that all key accounts are included in their ABM activity

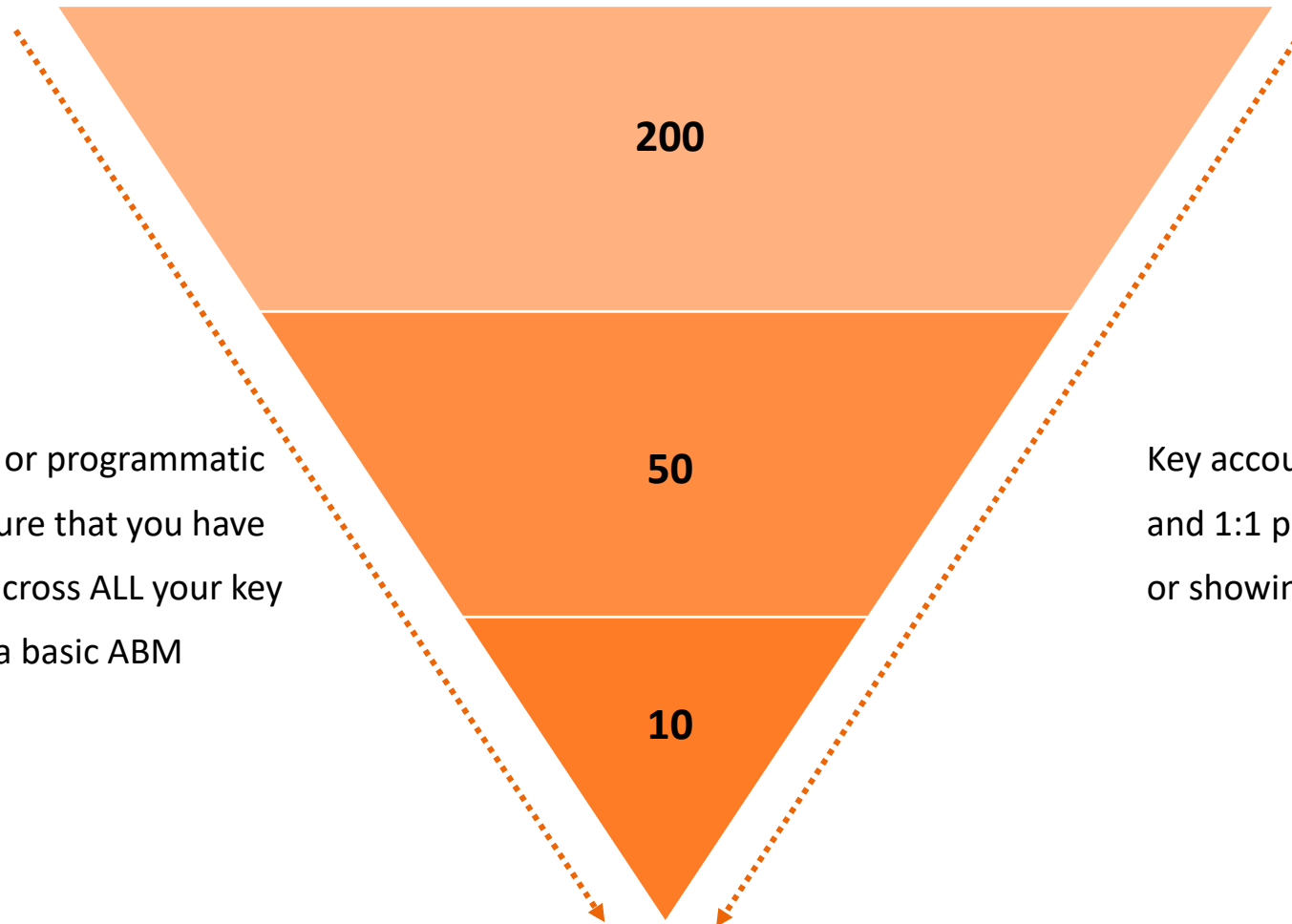


ABM Segmentation

A blended approach enables ABM practitioners to scale their ABM programme to include all key accounts, whilst taking a more focussed approach to key verticals and 1:1 accounts



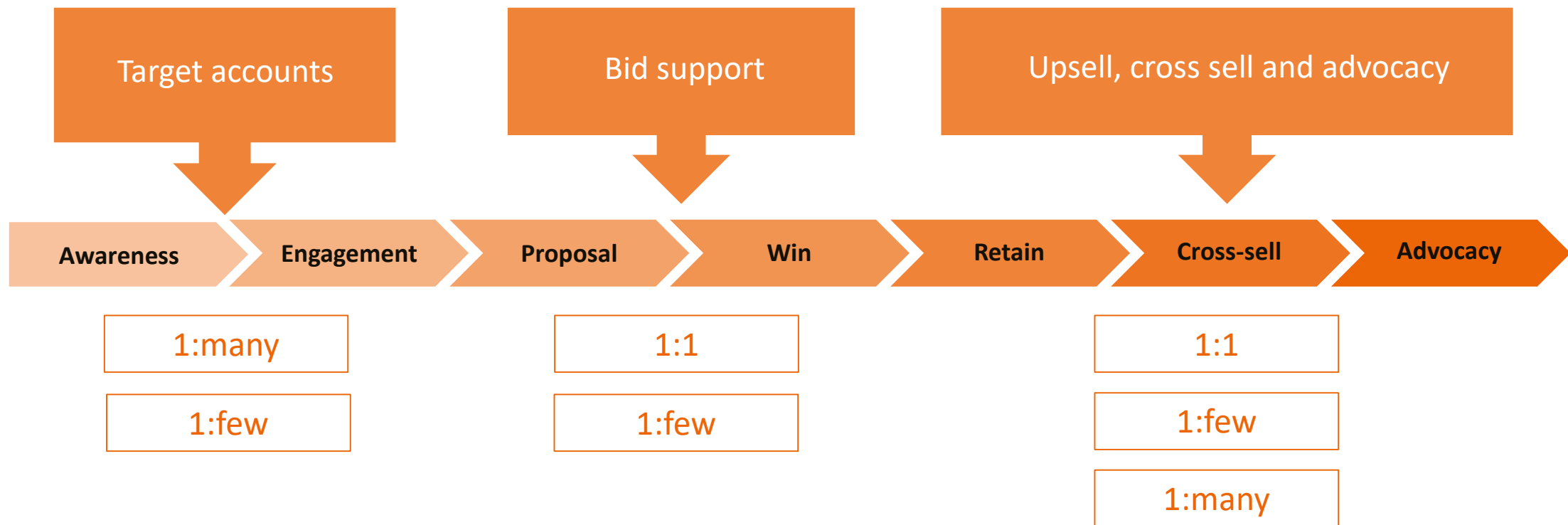
A programmatic allows you to 'flip the pyramid'



Using an intent-based or programmatic approach you can ensure that you have 'always on' coverage across ALL your key accounts even within a basic ABM programme

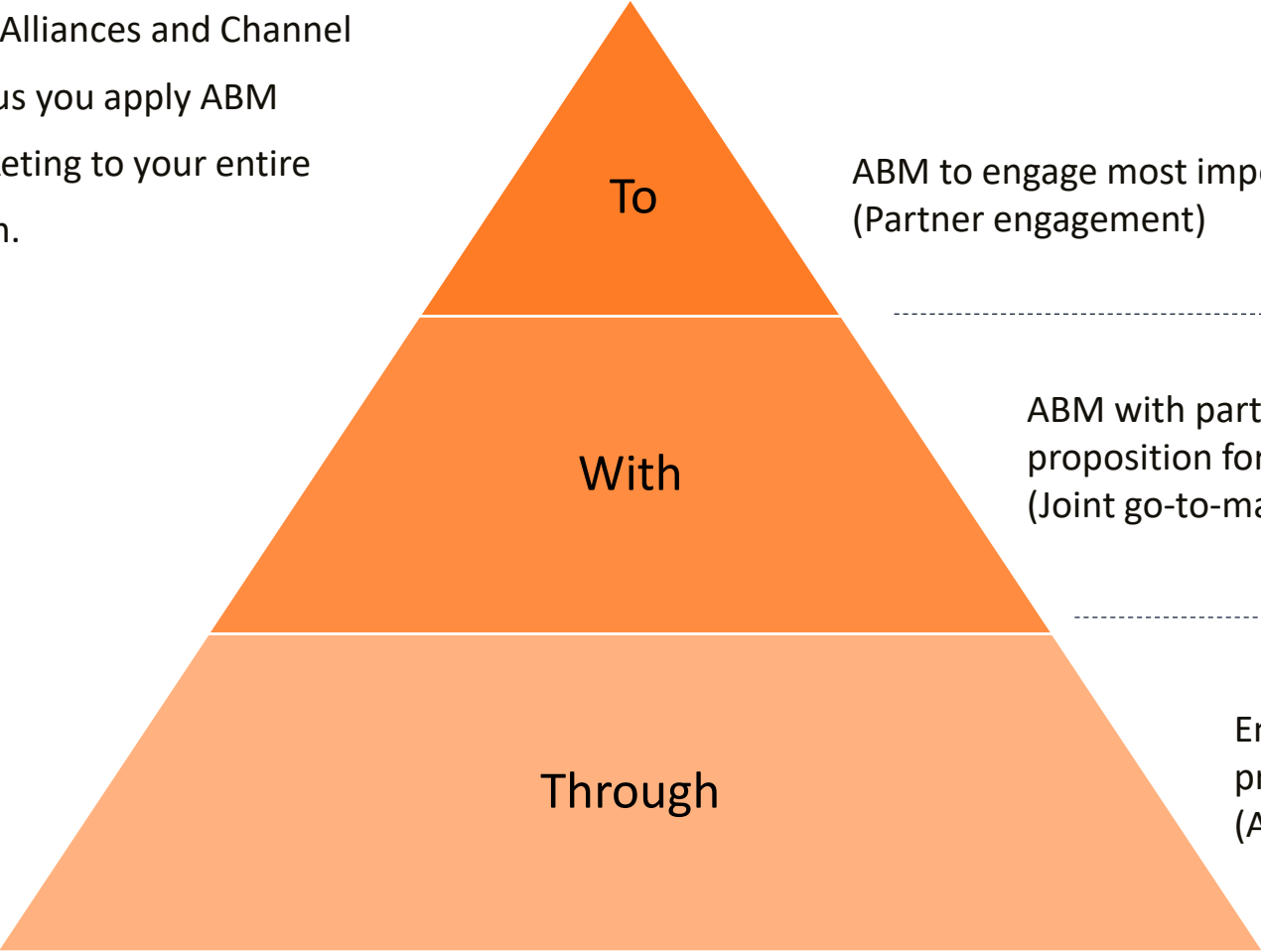
Key accounts will qualify themselves into 1:Few and 1:1 programmes by engaging with content or showing intent in a relevant area

Define where your accounts are on the customer lifecycle to define the right approach



Partner-based ABM

Working with key Alliances and Channel partners enables us you apply ABM principles to marketing to your entire partner ecosystem.

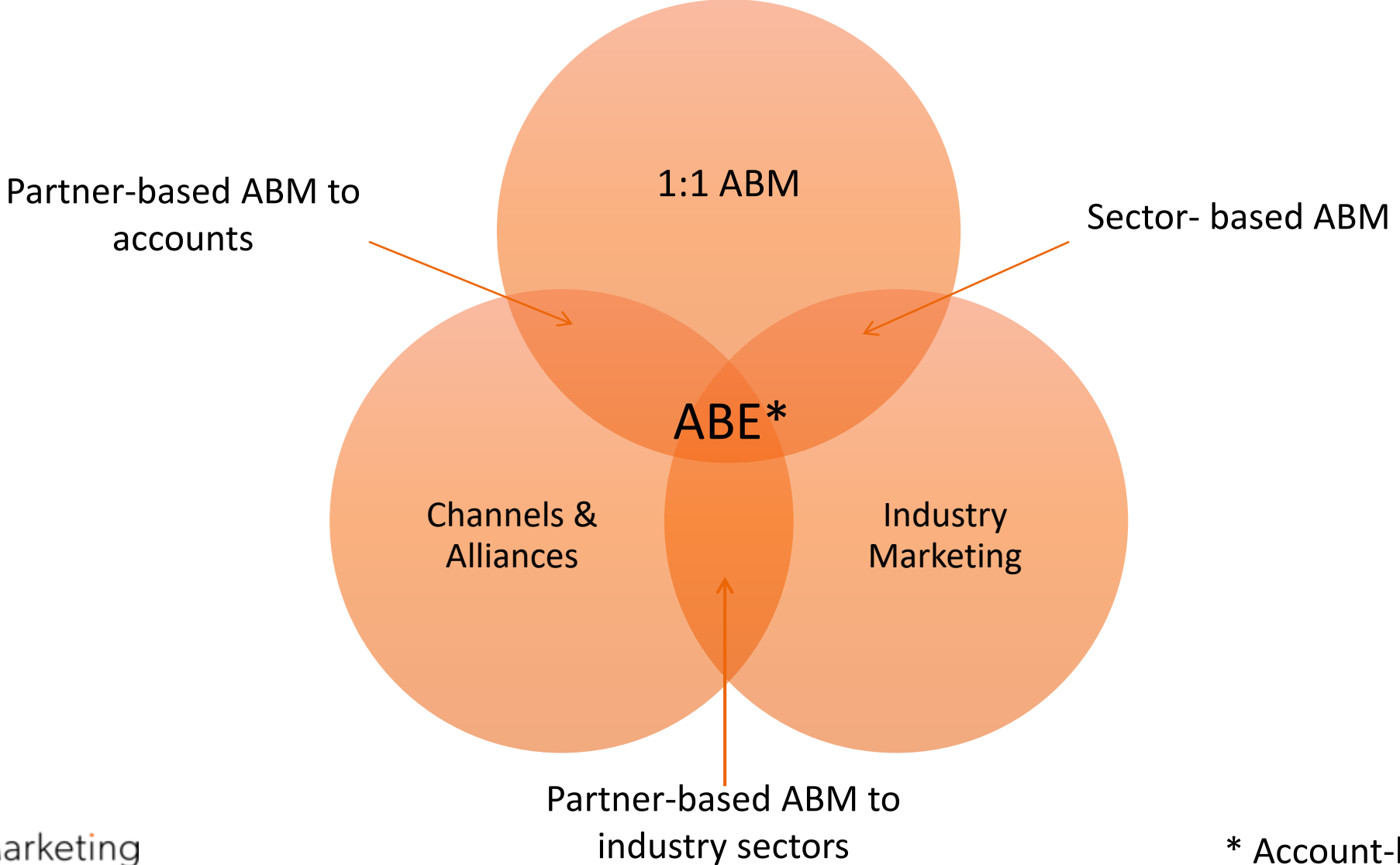


ABM to engage most important partners (Partner engagement)

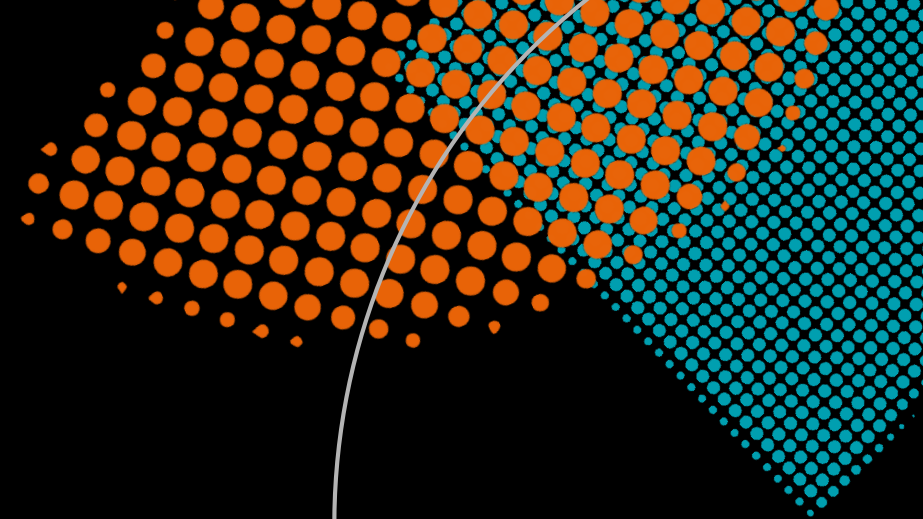
ABM with partners to create a joint proposition for key accounts (Joint go-to-market campaigns)

Enabling ABM through all partners by providing insight, content and messaging (ABM in a box)

ABM Convergence



* Account-based Everything

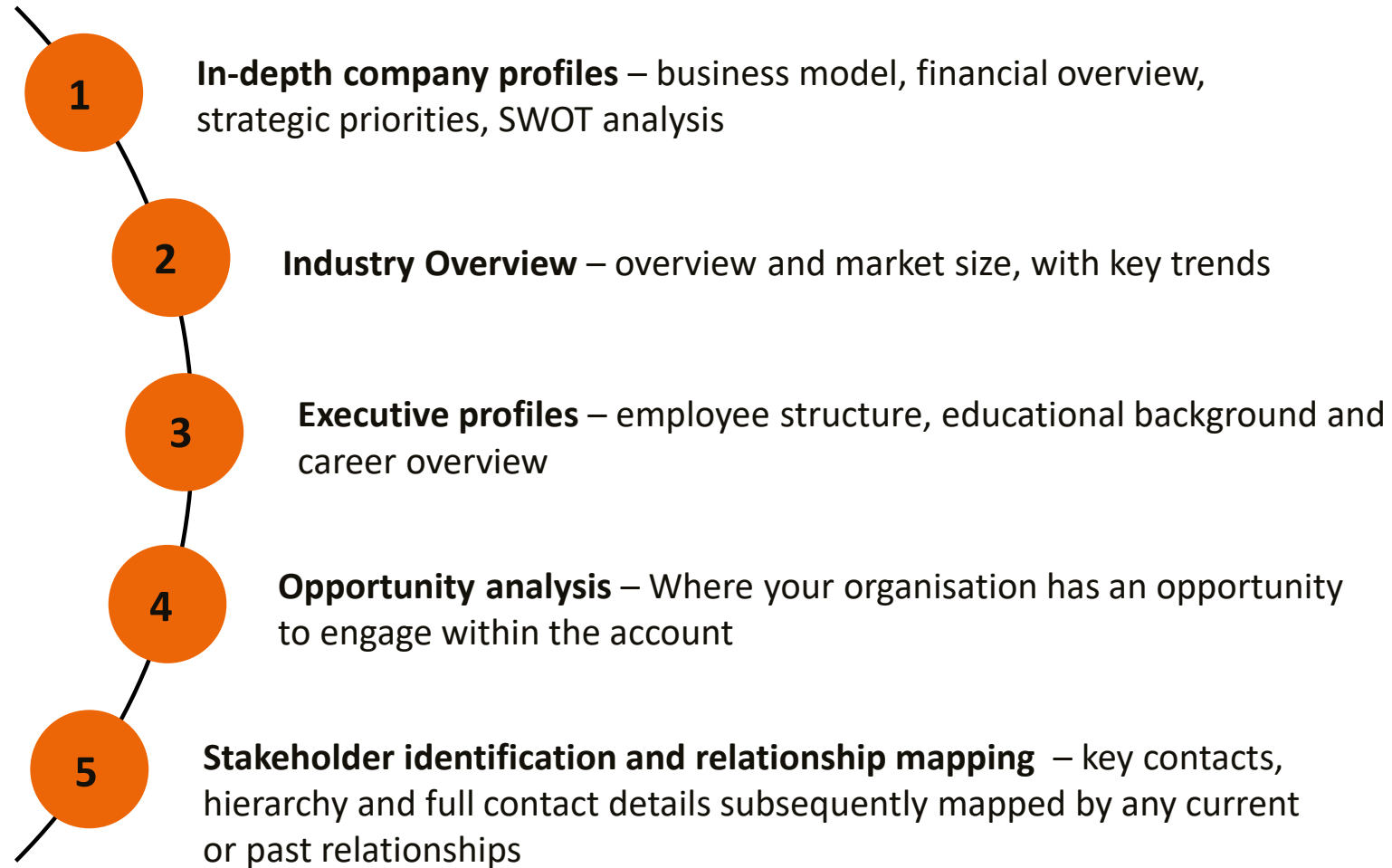


The role of insight

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Different types of ABM insight

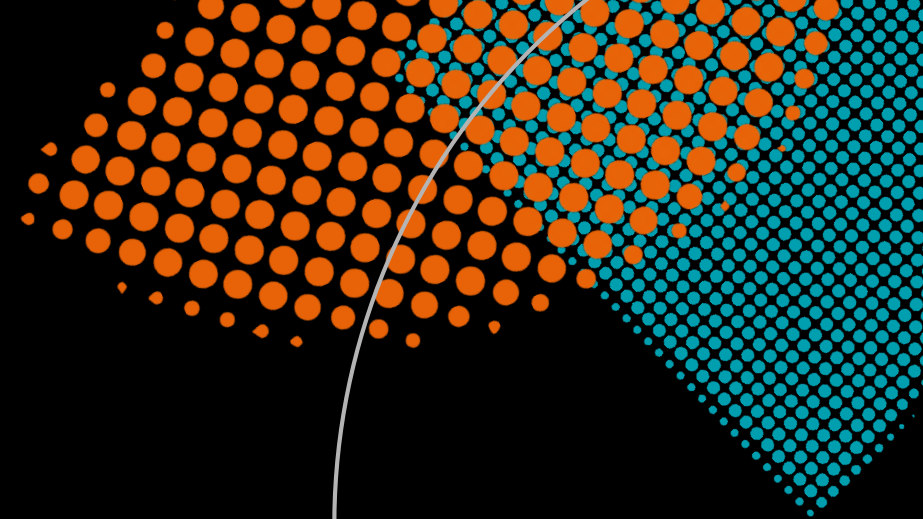


Company Profile – typical contents

Company Overview	3
Financial Overview	8
Key Executives	12
Strategic Priorities	30
SWOT Analysis	35
Industry Overview	38
ICT Landscape	42
Opportunity Analysis	47

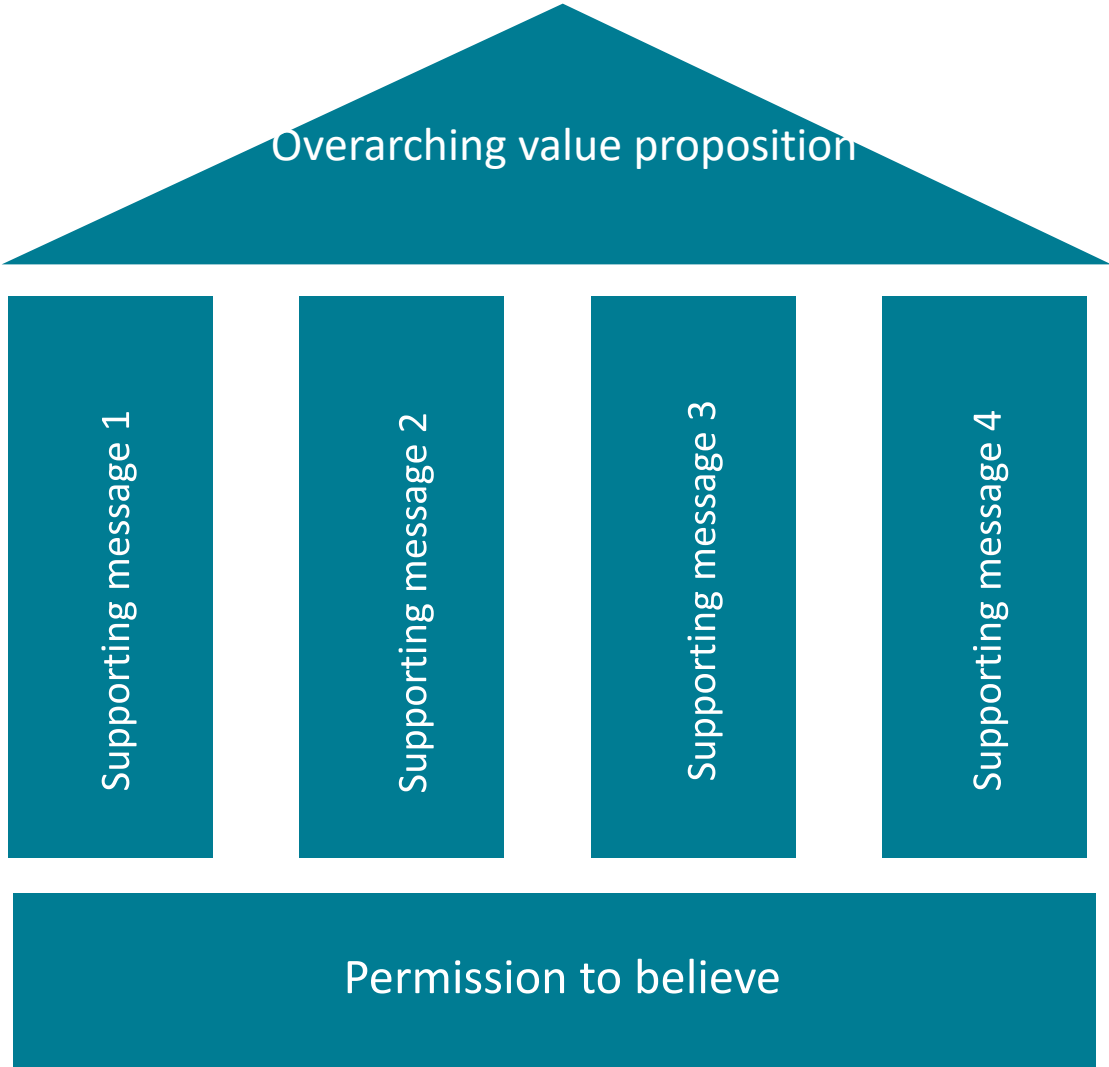
Sector Profile – typical contents

Market Overview	3
Business Trends	22
ICT Trends	32
Competitor Analysis	50
Key Challenges/Pain Points	56
Regulatory Landscape	62
Key Influencers	72
Opportunity Analysis	75



Developing your value proposition in ABM

Developing your value proposition



DXC value proposition to Tesco Bank

Overarching Value Proposition	<i>We are the right partner for change helping Tesco Bank to become the bank for people who shop at Tesco</i>			
Supporting pillars	Innovative customer propositions brought rapidly to market...	To enrich greater personalisation for customers...	Enabled by agile, low-cost hybrid cloud infrastructure...	Protected against emerging cyber-threats
Customer drivers/painpoints	Flexibility through APIs, DevOps, and Micro-services	Better insights from integrated customer data	Cost effective flexible platform	Robust security and Data
How will DXC help?	Open Innovation: DXC Partners and Group can design and build innovative propositions to exploit Tesco Bank services via APIs (including PSD2)	Integrated data: Single view of Tesco Bank customers, cleansed, up-to-date and contextualised/enriched with external data	Infrastructure optimisation for each application: Public/private cloud services as appropriate for each workload, to reduce costs and increase flexibility	Secure customer data: Protection of customer data using software and services that are kept in line with emerging threats, as well as internal risks
What are the benefits & outcomes	<p>Richer services: Targeted propositions to help Tesco customers manage their money better and easier</p> <p>Rapid launch: New propositions brought to market using DevOps, APIs and Micro-services. Cost effective and fast</p>	<p>Enhanced analytics that exploit machine learning, AI and BI: New algorithms and tools driving real-time, relevant propositions</p> <p>Modern Systems and Architectures: optimising storage and access to data, and enabling DevOps practices for faster progress</p>	<p>Seamless brokering: Management of hybrid cloud services and traditional infrastructure to provide seamless resilient services</p> <p>Pay-per-use: Payment in line with consumption with direct line of sight to business usage of IT, resulting in lower usage and costs</p>	<p>Resilient secure infrastructure: Bank operations and systems protected against external threats</p> <p>Regulatory Compliance: Data management and security to ensure compliance with GDPR and other regulation</p>
Why DXC (permission to believe)	Advice, Design, Build and Operation of APIs & Micro-services, with comprehensive, embedded security	Data management and governance services to provide consolidated, cleansed data; consulting and architecture services; analytics expertise to exploit new technologies and analytics methods	Consulting to develop landing zones and a road-map for cloud-ready apps; migration of systems to new cloud infrastructure; implementation and operation of cloud brokering software and services	Security consulting, projects and software; ongoing management of security operations and services;

DXC ABM into Tesco Bank

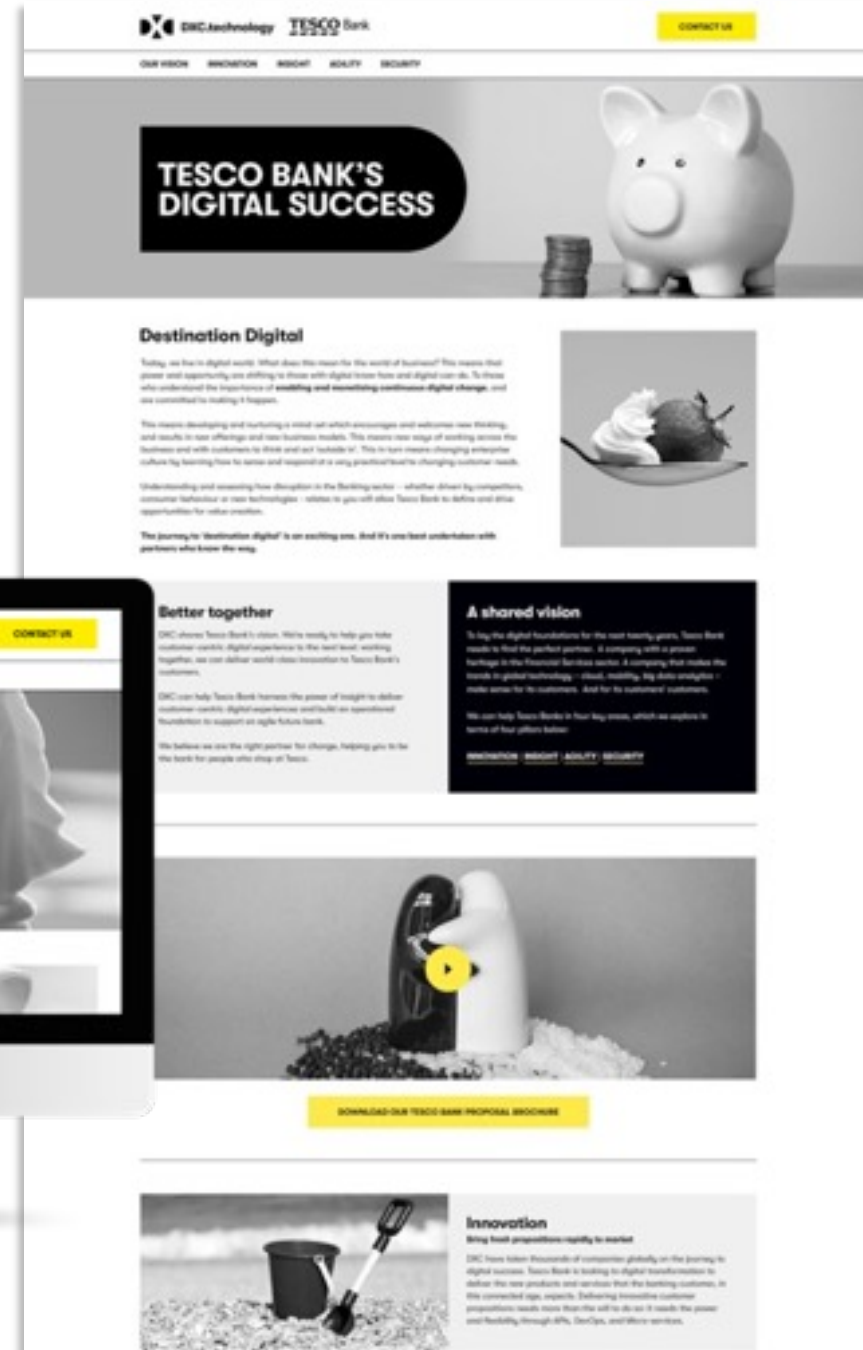


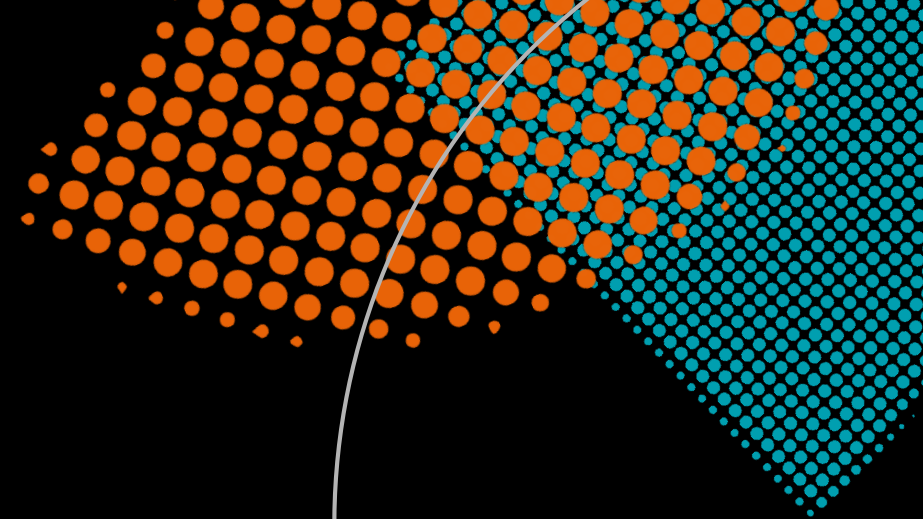
- Deep dive research
- 200+ contact database identified and prioritised
- Messaging Workshop and Value Proposition creation
- Creative development & Go-to-market



DXC ABM into Tesco Bank

- Printed A4 book hand delivered/direct mail
- Video card hand delivered/direct mail
- Microsite and digital content
- Social & Digital outreach



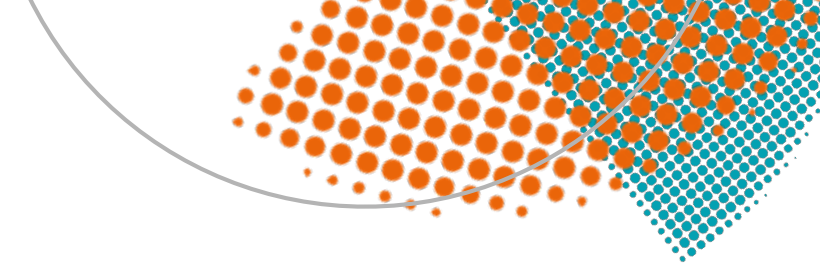


Measurement & KPIs

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ROI metrics to measure ABM



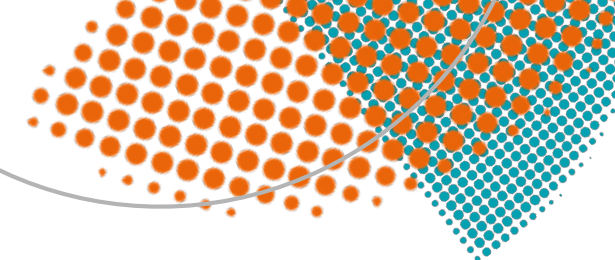
Soft metrics

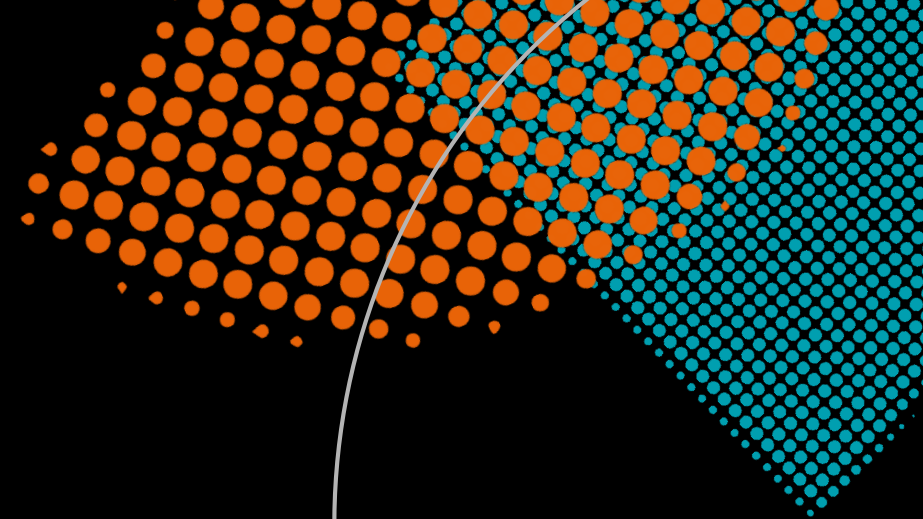
- 1 Account team perception of marketing
- 2 Sales & marketing alignment
- 3 Change in customer perceptions
- 4 Stronger customer relationships
- 5 Move from supplier to partner

Hard metrics

- 1 Audience Growth
- 2 Content engagement
- 3 Time to pipeline
- 4 Win rate
- 5 Revenue Growth

Sample ABM Dashboard





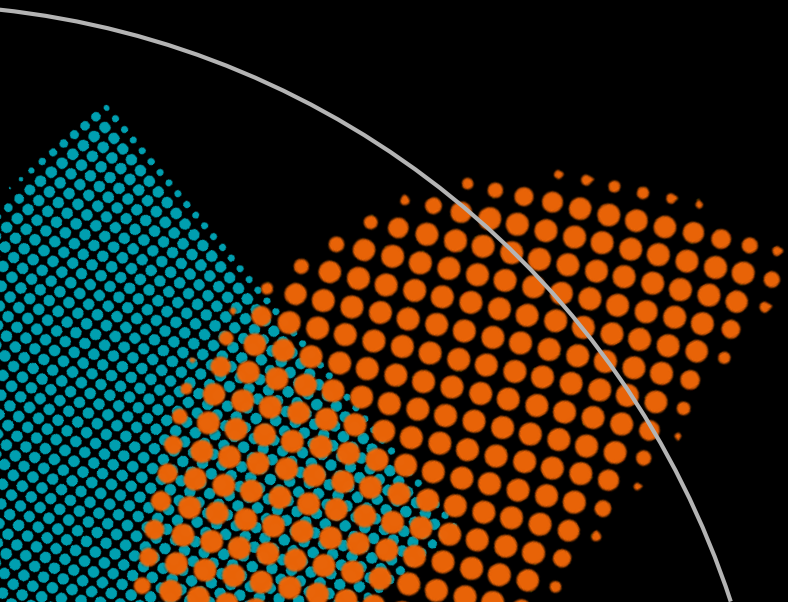
ABM Case Studies



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1:1 Example

Aruba networks 'greenfield ABM'
to British Land



1:1 ABM case studies: Aruba/British Land

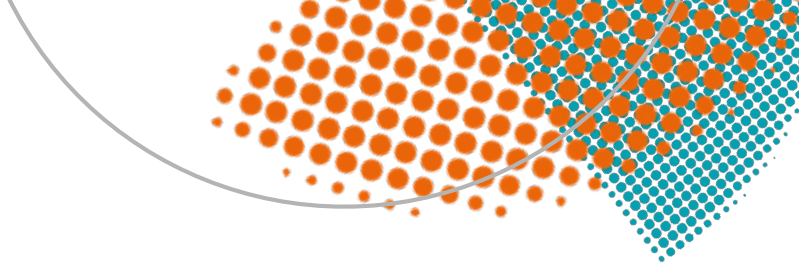


- 2017-2018 end-to-end ABM campaign
- Deep dive research
- 50+ contacts database identified and prioritised
- Messaging Workshop and Value Proposition creation
- Creative development

Aruba/British Land

- Printed A4 'story' book hand delivered direct mail
- Video card hand delivered direct mail
- Account specific microsite and digital content
- Outbound email
- Social & Digital outreach





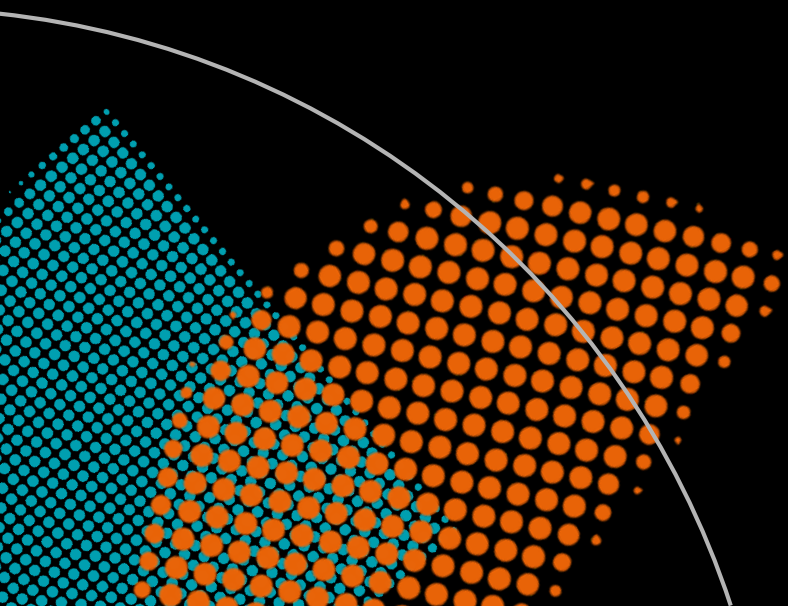
Working seamlessly with both sales and marketing we have broken down barriers to get ABM on the agenda. Together we are leading the way globally with what ABM looks like for Aruba. I look forward for what the future holds and shaping that together.”

UK Head of Marketing

**5 meetings with set up
with influential
stakeholders within 6
weeks of campaign
launch**

1:Few – vertical market example

ServiceNow into Financial Services Sector in EMEA

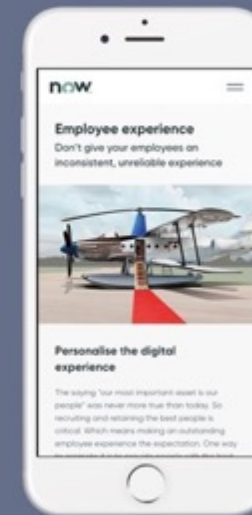
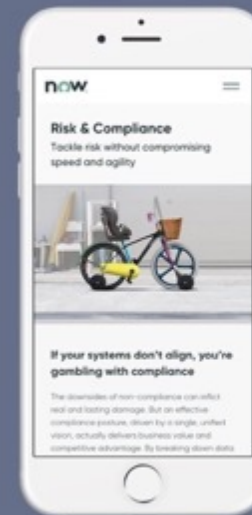


EMEA Cluster ABM programme for Financial Services

- 17 target accounts
- Sector research and insight to identify key pain points
- Account profiles and stakeholder identification and mapping
- Development of value proposition and plays; core messaging and content strategy
- Creative concepts positioning ServiceNow as a platform vs point solution
- Thought-leadership content development and personalised FS assets including interactive digital magazine, newsletter, strategic priorities booklet, storybook and personal brand/blog series
- Integrated outreach campaign incorporating direct mail, social, digital and events engagement



Storybook



Email series



Interactive Digital Magazine

Results to date include: Sales and marketing alignment; senior relationships supported across target accounts; increased footprint in new accounts; pipeline influenced and accelerated.

The FS campaign took the insights and developed cut-through creative and content which achieved outstanding impact across our target accounts.

More importantly, it truly engaged our sales teams who have got behind the ABM programme, driving its on-going success.

EMEA Marketing Manager,
ServiceNow



enow



servicenow



servicenow

Perspectives papers



How to measure Return on Innovation



Bank of the future?



FinTech: From competition to collaboration



Knowledge 18: One Platform for Inspiration

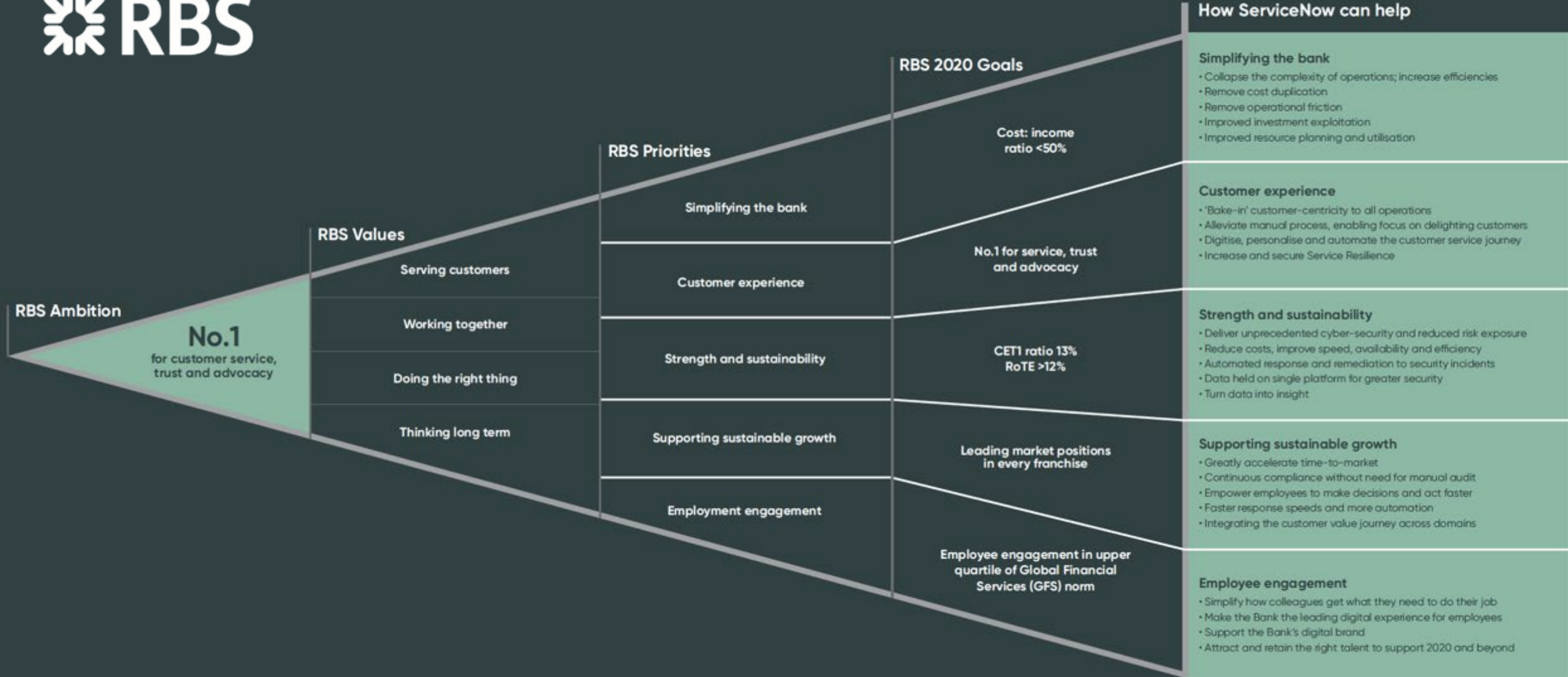


The receding risk of the fintech disruptors



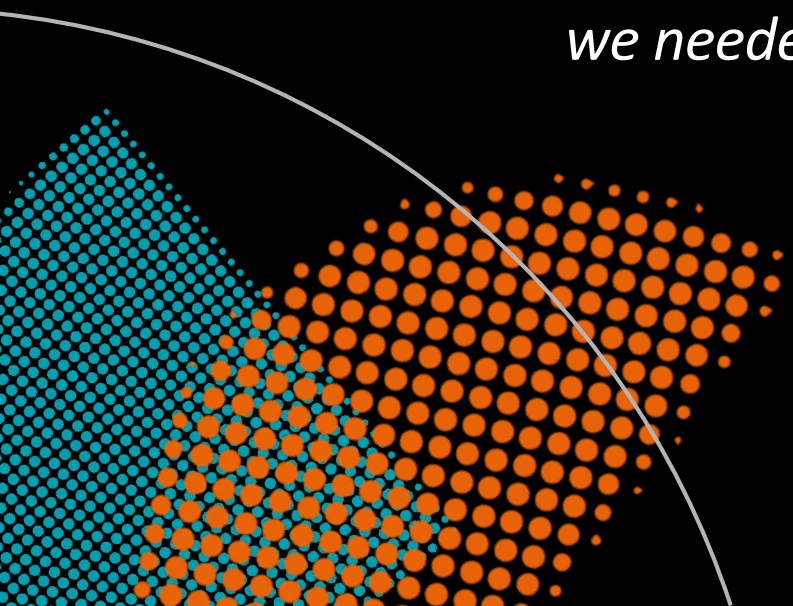
Automation and the emergence of the empowered worker

SME Blog series



“The ServiceNow Financial Services ABM programme has taken our engagement with RBS to another level. RBS have told us that the insight and understanding we’ve demonstrated has set the benchmark for how every partner vendor should engage with them. Exactly what we needed to help support our growth within RBS.”

Senior Client Director ServiceNow – RBS & Lloyds



Thanks for your time, any questions?



robert.norum@opportunitas.com