



Case Study

How to crank up a successful ABM program

The Challenge

Tipalti's an established organization, solving the issue of B2B supplier payments at global scale. In this effort, their Sales and Marketing teams already touched prospective target accounts and the exhaust of those efforts exist across numerous platforms. Simply adding an Account-Based Marketing (ABM) program to their mix could have easily confused existing activities, teams and the audiences they sought to engage. To become successful, ABM needed to be a part of their processes and systems, not the bolt-on addition of a new marketing silo.

Bringing these systems and processes together is not an easy task. Questions that loomed over Tipalti as they evaluated the opportunity were numerous:

- How can I measure actual Target Account engagement? Each platform only paints a fraction of the actual picture and it's impossible to reconstruct reality by combining those snapshots. For example, how does our Marketo deployment contribute to ABM Target Account engagement?
- Our CRM data was less than pretty - how can we gain a sense for knowing who to target if we can't actually inventory what's happened in the past and who we already know?
- We've purchased thousands of contacts through the typical sources but we still can't say for sure which titles and roles are meaningful to our business... or, how many we may already know.
- Our target account lists are in spreadsheets and emails, how can I make sure there's some consensus in our company as to who we're actually going to go after?

"I firmly believe that ABM is foundationally a data, targeting and measurement issue, not a media issue," highlights Rob Israch, CMO of Tipalti. "Organizations like ours are aggressive in their consideration and adoption of new technologies, like ABM. Having been 'around this block' a few times in my career, I knew that this wasn't going to work if we simply selected some accounts and started delivering ads."

The Solution

Core to Tipalti's activities resides their CRM and Marketing Automation platforms. "Both our sales and marketing teams use these tools daily, so adding a new system or ignoring the years of insights they hold was not an option," states Rob.







Tipalti tapped ZenIQ as an ABM Management Platform to quickly solve these and other issues during the ramp up phase of their ABM program - tech stack alignment, data accuracy, and target audience identification:

Align core technology datasets :

On the first day of deployment, ZenIQ OAuth'd connections to Tipalti's Salesforce and Marketo instances. Ingesting and normalizing these data, then contrasting it to Tipalti's Target Account Lists, ZenIQ recompiled a full picture of each target account and their activities from across millions of datapoints. Leveraging proprietary data science, Tipalti has a system of record where their sales and marketing teams can analyze and measure Target Account activity on a daily basis with one-click simplicity.


Data accuracy :

ZenIQ deployed “Self-Healing Data” SmartPlays to automate and trigger the completeness and accuracy of Tipalti’s sales and marketing data. Constantly scanning Salesforce and Marketo and comparing those data to more than a dozen third party data sources and 100 data symptom cleansing rules, ZenIQ now identifies and corrects or enhances data records on the fly. Example SmartPlays:

For Each	Do	For Each	Do	For Each	Do
					
Lead w/ Inaccurate Fields	Update Fields	Account w/ Incomplete Firmographic	Update Fields	Contact w/ Inaccurate Fields	Update Fields
Correct Inaccurate Fields for each Lead		Complete Firmographic information for each Account and Update Fields.		Correct Inaccurate Fields for each Contacts	

Target audience Identification:

Those who can influence and make purchase decisions are a small fraction of employees at any target account. ZenIQ applies proprietary data-science to solve this issue... we call these people the Buying Center. More than an archetype buyer, from the first day of deployment Tipalti was able to glean how deals were closed at similar companies in their past and apply analytic understanding of: current Salesforce and Marketo coverage of these people, how frequently they were targeted in past campaigns, and the level of engagement they have generated with them.

	Marketing		OTHER		Sales		G&A		Communications		Operations		Program		Technology	
	Found	Missing	Found	Missing	Found	Missing	Found	Missing	Found	Missing	Found	Missing	Found	Missing	Found	Missing
	Buying Center Importance: Low  High															
CXO	131	486	14	0	3	143	43	1984	0	47	0	451	0	28	0	741
VP	110	947	142	2	38	1261	2	1840	0	269	3	922	0	101	1	541
Director	270	1350	0	2	27	1457	2	198	1	545	3	1159	0	411	0	808
Head	41	247	0	1	1	266	0	48	1	105	0	235	1	41	0	139
Manager	102	1551	0	4	15	1656	1	674	0	726	1	1330	3	832	0	919
Consultant	3	306	0	0	0	410	0	10	0	107	0	143	0	58	0	264

“ABM isn’t a volume game,” states Rob. “It’s critical to separate the signal from the noise, to target and measure engagement with the right people at the right accounts. The Buying Center.”

The Results

“When we applied ZenIQ’s ‘self-healing data’ SmartPlays we tripled our Buying Center coverage, we’re now at 90%! This has been a game changer for our Account Based Marketing program,”
said Rob.

Given program organizational acceptance, alignment with sales, and ability to create positive and measurable results, Rob continues to shift his marketing mix towards ABM investments. Today, Rob’s upgraded ABM to one of his 5 primary marketing levers, at an estimated 40% of total variable budget.

The Tipalti team has taken full advantage of the ZenIQ environment and now he, his team, and the sales organization operate with coordination. Today, they have a common means to manage account status, approach and message, and measure results.

An amazing performance, his team uses ZenIQ to fuse their Marketo program to overall program efforts and drive target account performance. These nurtured Leads with multiple responses have a 21% greater Lead to Sale conversion rate and 2X the revenue value.

Research indicates that Rob and Tipalti have succeed in a path of success that as few as 18% of all ABM programs have been able to find. Not by accident. “ZenIQ is the game-changer for Tipalti’s ABM program!”