eBook

Account Based Intelligence:

The Essential Ingredient for
Account Based Marketing Success

LEADGNOME

MINING EMAIL FOR LEADS

> *"Bounced emails and out of office alerts can be a lead generation goldmine. The challenge is that, until now, it was such a laborious, time consuming endeavor to find those golden nuggets in a mountain of emails that few people bothered with it. That was until LeadGnome came along. LeadGnome uses Natural Language Processing and Data Mining techniques along with Machine Learning to provide those doing Account Based Marketing (ABM) with a completely new way to:*
>
> 1. *Get new customers faster*
> 2. *Keep current customers longer*
> 3. *Generate more revenue per customer*

- Craig Elias, Founder of Shift Selling, Inc. and Creator of Trigger Event Selling

Table of Contents

What Is Account Based Intelligence?

If you are like most companies, your goal is to communicate with leads at a personal level. But you probably find that it's nearly impossible to make that happen. It requires more information than your marketing and sales organizations have. Why is that?

Most inbound marketing efforts follow the same formula—they ask prospects to enter their email address in exchange for an e-newsletter, white paper, or other piece of content. And that's where it ends. You've got a list of email addresses, but you may not know the person's title or phone number. There's no way that you have insight into where they fit in their organization and you have no idea when people on your list move to a different position in the company or to an entirely different firm.

Enter Account Based Intelligence or ABI. Forget the "one message for all" approach—ABI provides the insights needed to engage with prospects at a personal level. Think of Account Based Intelligence as a framework that enables effective interaction with prospects and customers. A recent article in Forbes described how ABI provides the information needed to:

- Identify the best people to contact at target companies and accounts

- Determine the moment when prospects are ready to make a purchasing decision

- Help reps develop the highest impact messages to deliver to each prospect

Sounds good, doesn't it? So, how can you incorporate Account Based Intelligence into your Account Based Marketing strategy?

The Difference Between Account Based Intelligence and Account Based Marketing: ABI Is Necessary For ABM Success

Account Based Marketing (ABM) is gaining momentum in many organizations. A survey conducted by FlipMyFunnel, in conjunction with Engagio, AzaLead, LeanData, Demandbase, Infer, and Terminus found that:

49% of B2B marketers are practicing ABM

64% expect to implement or expand their ABM programs in 2016

25% of B2B marketers use ABM for revenue generation

22% use ABM for pipeline acceleration

The keys to success are taking an account-centric approach and focusing your time and resources on opportunities with the highest potential ROI. Sales identifies the key accounts to pursue and marketing uses tactics and campaigns designed to reach key accounts and maximize coverage.

That's all well and good, but what if sales and marketing don't have the information required to reach the right people at the right accounts with the right messages? You can say you are using ABM, but without Account Based Intelligence, the results won't be as impactful. Account Based Intelligence provides the information needed to turn up the volume on Account Based Marketing initiatives and take them to the next level.

Gathering Account Based Intelligence: The Challenges of Quality and Scale

Many different sources of information can be used for Account Based Intelligence. In-person conversations or phone calls are great ways to gather useful tidbits of information about prospects. But, let's face it—as productive as those interchanges are, they simply aren't scalable. There just aren't enough hours in the day for your marketing and sales teams to talk on the phone with every prospect to gather high quality intelligence. Most importantly, people expect your reps to do their homework before getting in touch with them.

So how can you get this critically important contact information in a way that is both scalable and effective?

The answer can be found in email replies—the result of a common activity you're already doing today. Another potential source of Account Based Intelligence is email replies. Each time you send out an email campaign, there are inevitably automated replies—people are out of office, have left the company, or have changed jobs within the organization. The information is valuable, but dealing with it manually isn't scalable either.

With LeadGnome, however, those messages are automatically transformed into powerful Account Based Intelligence. LeadGnome's on-demand web service automatically mines email campaign replies. Within minutes, your marketing automation or CRM system is populated with valuable sales intelligence. Existing leads are enhanced with additional contact information and net new contacts are identified and added to the correct target account.

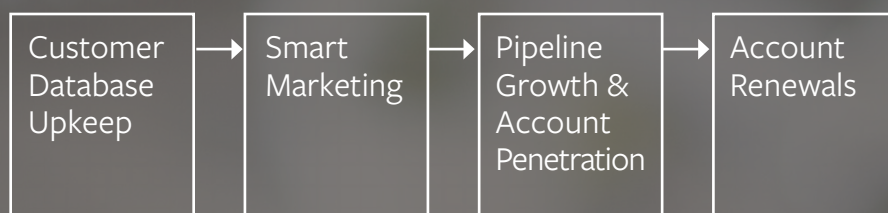## The Challenges of Extracting Information from Email Replies

Manually mining hundreds or thousands of auto-replies to an email campaign is ridiculously time consuming. Consider the steps:

1. Open every message and categorize the auto-replies into different buckets, such as out of office, left the company, email change, etc.

2. Examine the header, body, signature for relevant information about the existing lead and copy it into a spreadsheet. Search social media and other data sources for additional information.

3. Identify information about new potential contacts and enter it in a separate spreadsheet. Search social media and other data sources for additional information.

4. Manually enter existing lead information into the marketing automation or CRM system (or upload the spreadsheet).

5. Manually enter information about new leads into the marketing automation or CRM system (or upload the spreadsheet).

Oh look, eight hours have passed and your marketing analyst has reviewed 50 emails. Only a few thousand left to go...

Leveraging Account Based Intelligence

Once you have started gathering Account Based Intelligence, it's time to begin using it. This information can be leveraged throughout the marketing and sales lifecycle, adding value at each step of the way:

Customer Database Upkeep → Smart Marketing → Pipeline Growth & Account Penetration → Account Renewals

Let's look at five ways to make the most of Account Based Intelligence:

1. **Identify Trigger Events.** Beat the competition by identifying trigger events early, like decision makers who have left the company. Remember that when it comes to gaining new business, "first in" wins.

2. **Weed Out the Rotten Apples.** Improve your database hygiene and reverse customer database decay.

3. **Can You Hear Me Now?** Make your marketing more audible through personalization and segmentation.

4. **Pump Up the Volume.** Grow the pipeline and increase account penetration.

5. **Replenish Your Coffers.** Increase customer renewal rates and maintain revenue levels.

Identify Trigger Events: Approach Accounts During the Window of Dissatisfaction and Win Business

According to sales guru Craig Elias, customers are more likely to buy when they have experienced a trigger event and are unhappy with the status quo. From a sales perspective, the key to taking advantage of trigger events is getting there first. Research has found that sales people that are "first in" win business 74% of the time.

A great example of a trigger event is when a decision-maker leaves the company. But, how do you know when events like this have occurred at your target accounts? The answer resides in your campaign reply emails. Companies typically use automatically generated "left the company" emails for a time after an employee leaves the organization, then they deactivate the email address and hard bounce emails are generated in response to incoming messages. Both types of emails provide a wealth of information, but only if you take advantage of them.

- Every "left the company" and hard bounce email represents four new sales opportunities. First, find out who replaced your original prospect at the target account—we'll call him Bob. Second, follow your original prospect (we'll call her Jane) to her new position where she probably has as much or more buying power as before. Third, follow the person replaced by Jane to his or her new organization and solve their new challenges. Fourth, find out who replaced Bob at his old company— if he made buying decisions there, his replacement probably will too.

- By focusing on "left the company" emails, you give the sales team a four to six week advantage over the competition. Organizations usually use "left the company" emails for at least four to six weeks after an employee leaves a company. By the time the organization deactivates the email address entirely (leading to hard bounces), your potential new prospects have already been in their roles for several weeks. If you can identify the "left the company" messages quickly, it gives the sales team a four to six week lead over the competition. That's important since we know that being "first in" means a much higher likelihood of winning business.

- Automating analysis of "left the company" and hard bounce messages means your sales team will be "first in." Smart sales and marketing teams use an automated tool like LeadGnome to generate valuable Account Based Intelligence from email messages, resulting in a significant time advantage. New or enhanced data is automatically added to the correct target account and alerts are created in the CRM to identify when trigger events have occurred, such as when a prospect leaves the company.

Weed Out the Rotten Apples: Improve Database Hygiene and Reverse Customer Database Decay

Maintaining an accurate customer database is kind of like motherhood and apple pie—everyone agrees it's important. We all know it's easier to expand a business relationship with an existing customer than to cultivate a completely new relationship.

Yet, most organizations ignore the fact that their customer database decays over time and they rarely think about the implications. ZoomInfo recently reported:

- 62% rely on marketing and prospect data that is 40% incorrect.

- As many as half of organizations report that untargeted emails result in a less than 3% response rate.

Maybe you are thinking, "Oh, our customer database would never be that obsolete." Unfortunately, it can happen faster than you realize. Let's take an example:

Mary Jones is just one of the many individuals in your database. She's a day-to-day user of your software-as-a-service (SaaS) offering and you regularly send her emails about how to use your software most effectively. Guess what? Last month, Mary was promoted and now she is the person responsible for renewing your contract with the company. Because you aren't aware of Mary's promotion, you continue on in blissful ignorance, sending Mary your emails about how to use your software most effectively. Mary isn't opening your email messages anymore because they aren't that compelling to her. She'd rather see messages instead about your new offerings and how your solutions can boost company productivity, so she'll be ready to make a business case when your contract is ready for renewal.

62%

rely on marketing and prospect data that is 40% incorrect

In a blink of an eye, Mary became a rotten apple in your customer database and you didn't even know it! How many more people like Mary are in your customer database? And changes in titles and job functions are only the tip of the iceberg... ZoomInfo has found that the following information changes on annual basis:

66% of people's titles and/or job functions

43% of people's phone numbers

37% of email addresses

34% of company names

How can Account Based Intelligence help you avoid this situation? Let's rewind our scenario with Mary and consider a different outcome.

Last month, Mary Jones was promoted and now she is the person responsible for renewing your contract with the company. You recently sent Mary an email just before a long weekend with some tips about how to use your software more effectively. Since Mary was on vacation, you got her out of office email reply which contained her new title. LeadGnome recognized the new information, added it to Mary's record in your customer relationship management system, and sent an alert to the sales team. A sales rep gave Mary a call when she was back from the weekend to congratulate her on her new position. The marketing team is now sending Mary emails with information about how your products improve productivity and what new offerings are available.

Automatic reply: Register for our Big Data webinar

From: John.Doe <John.Doe@acme.com>
To: Marketing@vendor.com
Subject: Automatic reply: Register for our Big Data webinar

I'll be out of the office Monday, October 21 through Friday, October 25, and back in the office on Monday, October 28. For urgent IT issues, please contact Jane Smith at extension 114. For contract needs, please email our inside counsel, Bob Jones, at bob.jones@acme.com.

Best,
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Can You Hear Me Now? Make Marketing More Audible Through Personalization and Segmentation

Does this email marketing practice sound familiar to you? You've got a bunch of email addresses. Maybe they are from people who opted in on your website in exchange for some content or maybe you collected the information at a trade show. Now you blast out a generic email message to all of them and see what the response rate will be.

As Nancy Nardin of Smart Selling Tools observed in a recent article, this approach not only generates poor results, it's also bad for your brand. Obviously, a better approach is to send emails that are personalized and offer information that is relevant to each recipient. But how do you personalize and segment when all you have is a list of email addresses?

LeadGnome transforms email addresses into intelligence about prospects which makes it possible to engage people with more compelling and relevant information. Let's illustrate with an example:

It's growing close to the December holidays. Traditionally, this is not a good time to send out an email campaign. With LeadGnome, however, it's the perfect opportunity to begin augmenting your customer database. As the out-of-office replies come in, LeadGnome gathers the responses and appends valuable information like phone numbers and titles to the prospect records in your CRM system.

Thanks to LeadGnome, the marketing team can segment prospects and craft personalized messages.

"LeadGnome has mined thousands of account-targeted contacts for us—all from campaign response emails!"

- Naor Chazan, Director of Marketing, CRF Health

4.

Pump Up the Volume: Grow the Pipeline and Increase Account Penetration

When it comes to Account Based Marketing, the key to success is identifying decision makers and influencers. But expanding the account intelligence needed to support the sales effort is difficult. Research from The Executive Board found that 5.4 people play a role in B2B buying decisions.

The sad truth is that if you win over one person at a target account, there's no guarantee that you are going to win the deal. Increased account penetration is the only way to reach all the influencers who will have a say in the purchase decision. But, how do you find the supportive influencers and decision-makers at the accounts that matter most?

One proven approach is to mine email responses to existing nurture programs using LeadGnome. Thanks to the information that is gathered and sent to the CRM system, the sales team can map out key players at target accounts and see how people are connected.

This is precisely the approach that DiscoverOrg took to increase its account penetration. To increase sales volume at its existing large customers, DiscoverOrg created a SWAT team comprised of sales development reps. They sent emails to existing accounts and used LeadGnome to find alternate contacts at those companies. As a result, the sales team went broader and deeper into accounts and sold more seats.

"Our acquisition costs are significantly less for LeadGnome leads"

- Andrew Brewer, VP Customer Success at DiscoverOrg

5.

Replenish Your Coffers: Increase Customer Renewal Rates and Maintain Revenue Levels

If you work for a SaaS company, you know how important subscription renewals are for the business. It's close to impossible to maintain and increase revenue levels year-over-year, if customers leave when their subscription expires.

To make sure you are preserving each customer's lifetime value (LTV), you have to understand what customers want and who the key decision makers are. Account Based Intelligence can help.

- Stay on top of who the decision makers are. We know that people are continually changing jobs within their companies, as well as taking new opportunities at different organizations. LeadGnome can identify new titles and new players at key accounts. This helps determine new renewal contacts.

- Deliver messages that engage influencers and decision makers alike. When you understand what role different people play within an account, it's possible to tailor your messages to them and provide information that's useful and that stands out. LeadGnome brings prospects to life, by augmenting email addresses with rich information.

"LeadGnome is a killer web service that uncovers new contacts within target accounts. A must-have for marketers."

- Nick Ezzo, Vice President of Demand Generation, Host Analytics

Best Practices

Are you ready to start putting Account Based Intelligence to work in your organization? If so, here are four best practices to consider:

1. Focus on accounts first and on personas second. With account based marketing and account based intelligence, the primary focus is on accounts. The sales and marketing team should define what their Ideal Account Profile or IAP looks like. Resources and effort should be devoted first to the organization's "best fit" accounts. Next, attention is focused on the personas that make up the Ideal Buyer Profile or IBP.

2. Align the sales and marketing teams. Account Based Marketing and Account Based Intelligence work best if the sales and marketing teams understand one another's roles and have complementary goals. Most B2B sales teams focus on target accounts and they need account intelligence from marketing to penetrate those accounts. This will only happen if the marketing team establishes goals related to generating leads in specific accounts. Alignment between the two departments is the key.

3. Send email to nurture prospects. For example, send monthly emails to top of funnel leads that only have email addresses. Time the delivery of email during long weekends and other holidays, and then mine the email responses for additional intelligence.

4. Send email to existing customers at least once per month. Be sure to send messages that are tailored to each person's role and interests. This is an effective way to stay abreast of changes in the customer base, whether that is a new phone number, email address, or a change in title.

Sales and Marketing Team Alignment in Three Steps

As noted in our Account Based Intelligence best practices, the sales and marketing teams must be aligned. Without that alignment, marketing generates what they think is intelligence. In reality, however, the leads are useless to sales because they aren't associated with their target accounts.

Achieve Sales and Marketing team alignment with these three steps:

1. **Planning.** Sales and Marketing must agree on definitions, processes, and metrics. Account based metrics are essential, as are incentives that drive accountability and alignment. Teams should have an agreed-upon process for handing off qualified leads and this should be supported by a Service Level Agreement.

2. **Execution.** Playbooks are a great way to codify how Sales and Marketing should do their work in support of winning new customers. Playbooks should always include the marketing tools that are available to support Sales at each stage of the sales process.

3. **Course Correction.** Regularly review the playbooks and metrics against sales results to determine what works and what doesn't. Sales and Marketing should collaboratively find the root causes of problems, brainstorm different solutions, and agree on a path forward.

Want to learn more about how to align Sales and Marketing? Check out the LeadGnome blog which discusses the strategies and tactics behind alignment in greater detail.

LeadGnome Delivers Return on Investment

LeadGnome delivers both revenue-driven and cost-based ROI. Let's take a look at both.

By simply sending 2 campaigns per month, a company can add 36% new leads to its customer database and enhance 72% of its existing leads. For example, a company that sends 60,000 emails per month could easily generate 1,800 email replies on a monthly basis. Not only is it incredibly time-consuming to manually analyze these replies, but by automating the process with LeadGnome for just $1,000 a month, they could potentially see over half a million dollars in additional revenue—an ROI of more than 4,400%.

The cost-based ROI for LeadGnome also tells a compelling story. Rather than paying a marketing analyst to manually mine your auto-responses, it is more cost effective to use LeadGnome to automate the process. Not only will the results be more useful, there is also an opportunity cost that can be saved—the marketing analyst can be redeployed to more productive tasks.

If you'd like to estimate your own company's potential ROI, visit our site to check out our quick **ROI Wizard**.

INPUT	
Starting number of leads	30,000
Campaigns per month	2
Emails per campaign	30,000
Emails sent per month	60,000
Average sales price (ASP)	$5,000
ASSUMPTIONS	
% Campaign reply emails	3%
# of new contacts per reply email	50%
Conversion rate	1.0%
RESULTS	
Emails analyzed per month	1,800
Enhanced leads per year	21,600
% Enhanced leads	72%
Mined contacts per year	10,800
% Increase in leads	36%
Increase in revenue	$540,000
LeadGnome subscription	$12,000
ROI	4400%

Minutes spent mining an reply email	10
Emails per hour	6
Emails per day (Assumes 100% work for 8 hours per day	48
Emails per week	240
Emails per month	960
Annual salary for marketing analyst	$45,000
Salary per month	$3,750
LeadGnome monthly subscription	$1,000
ROI	275%

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No matter what stage of the sales and marketing lifecycle you consider, Account Based Intelligence just makes sense. So, what are you waiting for? The good news is that it's easy to gather this valuable information and put it to work for your business. LeadGnome couldn't be simpler to implement—see for yourself what LeadGnome can do for your company with our free 30 day trial.

READY TO GET STARTED WITH LEADGNOME?

Looking for New and Better Leads?

Contact us today for more information.
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leadgnome.com

FREE TRIAL