



B2B Marketing Recommendations for Driving Revenue in a Volatile Market

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A large elephant is sitting on a dark carpet in a living room with pink walls. The elephant is facing forward, slightly to the left. In the background, there are two orange armchairs and a small framed picture on the wall.

Act like I'm not here...

A large elephant is the central focus of the image, positioned in a domestic interior. The elephant's head and trunk are in the foreground, while its body extends towards the background. The room has light pink walls, two orange armchairs, and a small framed picture on the wall. The text is overlaid on the lower half of the image.

**from Market Share led marketing to
Client Retention and Key Account
Acquisition**

An estimated **230 million people** are now working from home in North America and Europe

**Some sectors
have thrived**

480% lift

Interest in
Video Conferencing Solutions
across organizations of all sizes



2020 Sales Associates Realities

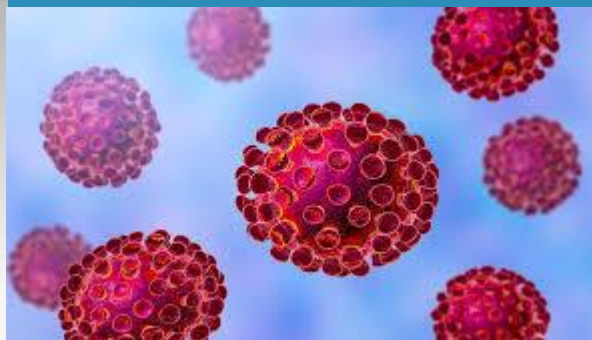
**In person meetings will
continue to be limited
through 2020, at least**

2020 Paradigm

The NEW NORMAL salesforce
is doing:

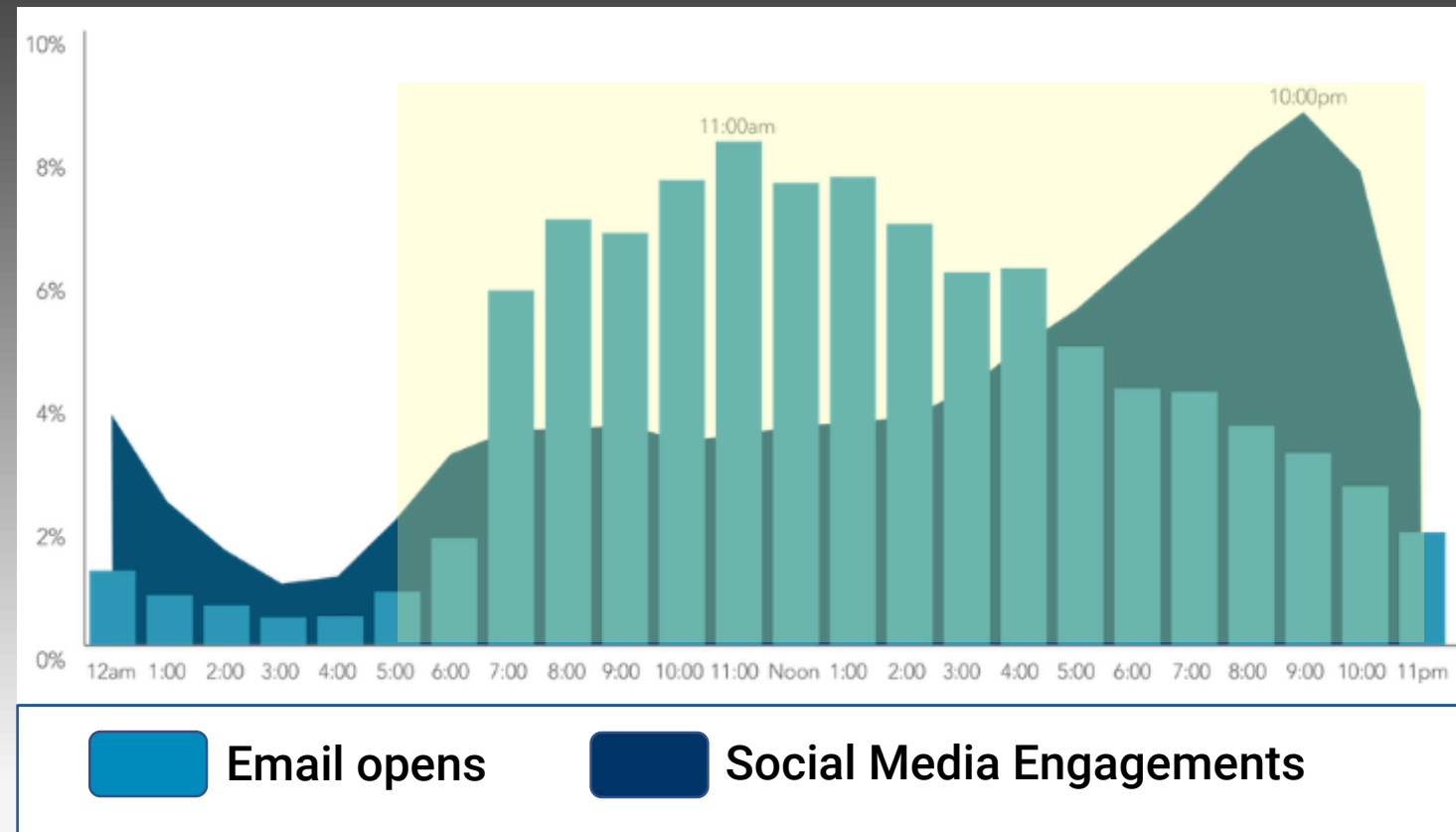
- more digital outreach
- more phone outreach.

... without marketing will yield
inefficient outcome



2020 Sales Team Realities

The 16 hour digital work day



Broader impact **Deal Creation** versus **Closed Deals** indicate continued volatility

Cumulative impact of 3+ months..

Deal Creation remain a concern.

Deal Closed positive trend in **High technology and manufacturing**

Deals created remains strong in **Construction**

Source: Hubspot



Broader concern of **email sends versus email responses** didn't start with COVID

Cumulative impact of 3+ months..

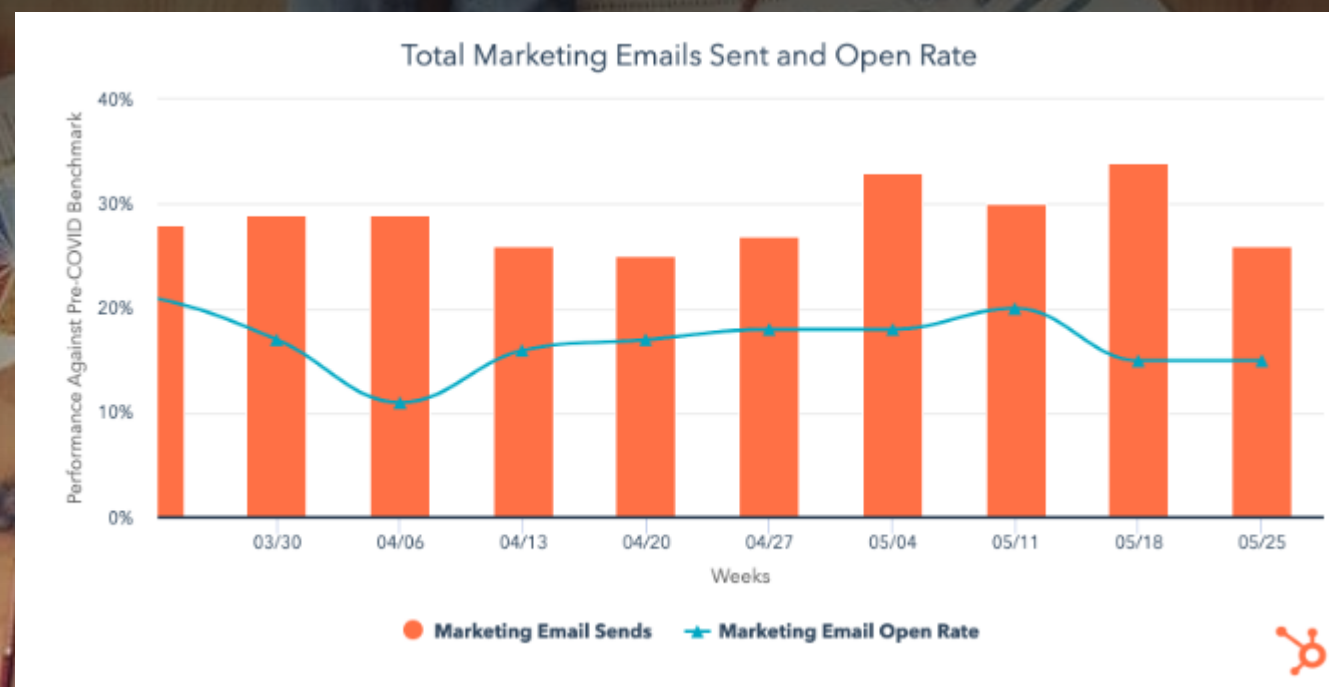
Massive opportunity for **SALES and MARKETING alignment.**



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Cumulative impact of 3+ months..

Massive opportunity for
SALES and MARKETING
alignment.



2020 Sales Realities

**In person meetings
will continue to be
limited thru 2020**

2020 Paradigm

The NEW NORMAL sales week includes:

- more digital outreach
- more phone outreach.

Needs a omni-channel story supported by other parts of the business

Sales and Marketing Alignment Challenges

**Lack of alignment on
account selection and
pipeline or revenue
goals**

8%

Only 8% of companies have strong alignment between their sales and marketing departments (Forrester).

10%

B2B companies' inability to align sales and marketing teams around the right processes and technologies costs 10% or more of revenue per year (IDC).

A solid pink horizontal bar is located in the top left corner of the slide.

Account-Based Marketing (ABM)

WIN, SERVE, and RETAIN

your target accounts

better than your competition

Customer and Marketing Alignment Challenges

**Customer's buy on
their timeline,
not yours**

30%

SiriusDecisions found 30% of marketers that worked in an account-based manner reported greater than 100% engagement increase with their C-level targets.

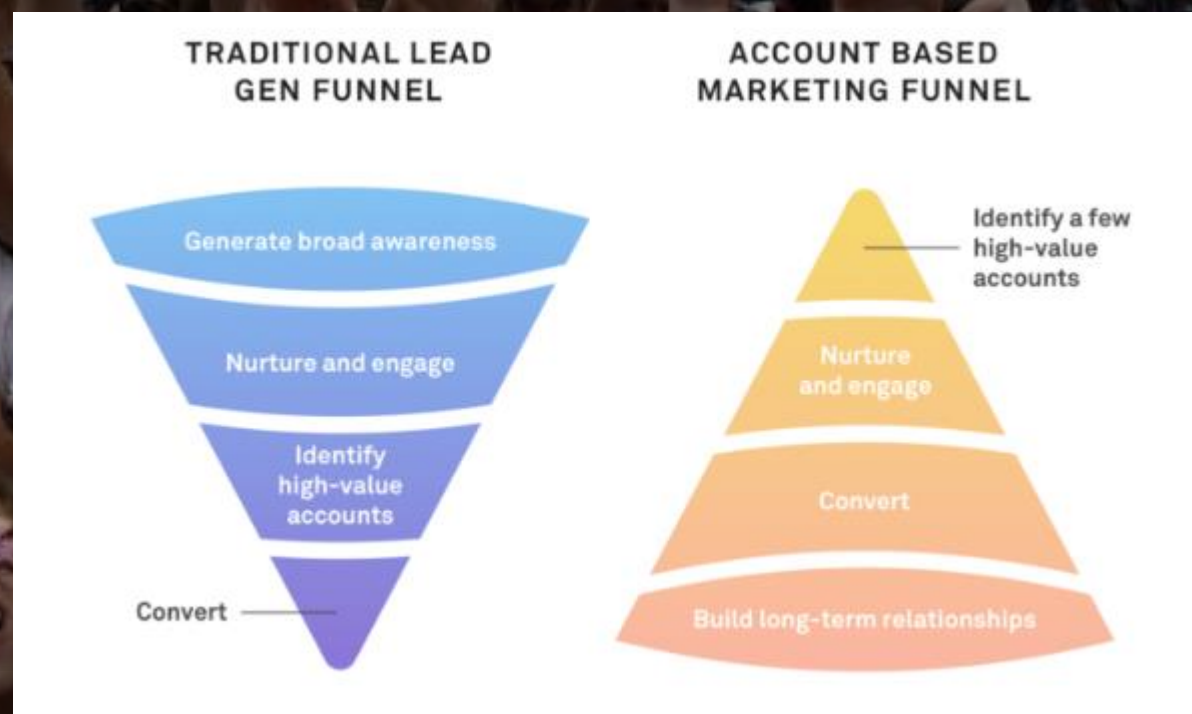
ABM is more than 'just' marketing, it's really, really **GREAT Marketing**

Fostering tighter alignment between marketing and sales,
engaging customers across their **entire** life cycle,
and accelerating a firm's transformation to **CUSTOMER OBSESSION**

ABM is more than 'just' marketing, it's really, really GREAT Marketing

Starts with

INVERTING THE FUNNEL



ABM is more than 'just' marketing, it's really, really **GREAT Marketing**

Delivers higher ROI

"Companies are seeing at least a 10% increase in revenue, with some as high as 30%" - *DemandMetric*

Outperforms campaign-based marketing

"85% of marketers implementing ABM said it outperformed their traditional marketing investments" - *ITSMA*

Aligns sales, marketing, and the customer

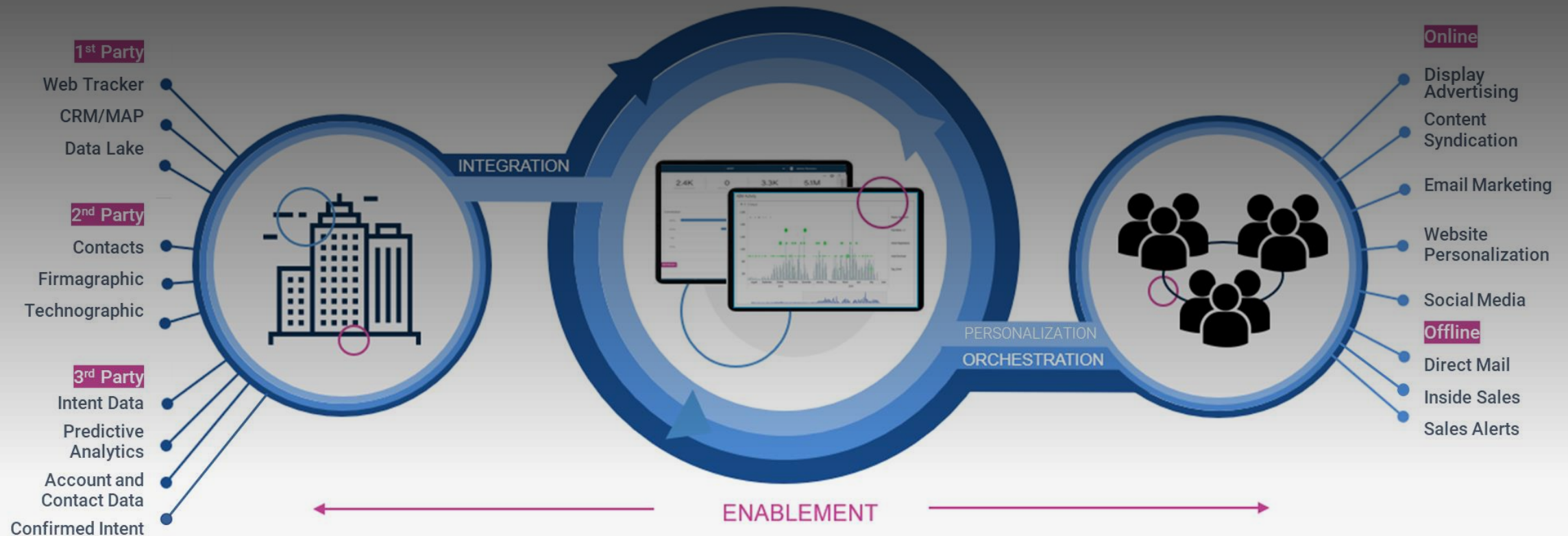
66% of companies see increased pipeline opportunities, 38% see higher win rates and an increase in sales productivity by up to 50%.

Enterprise-Class Predictive ABM

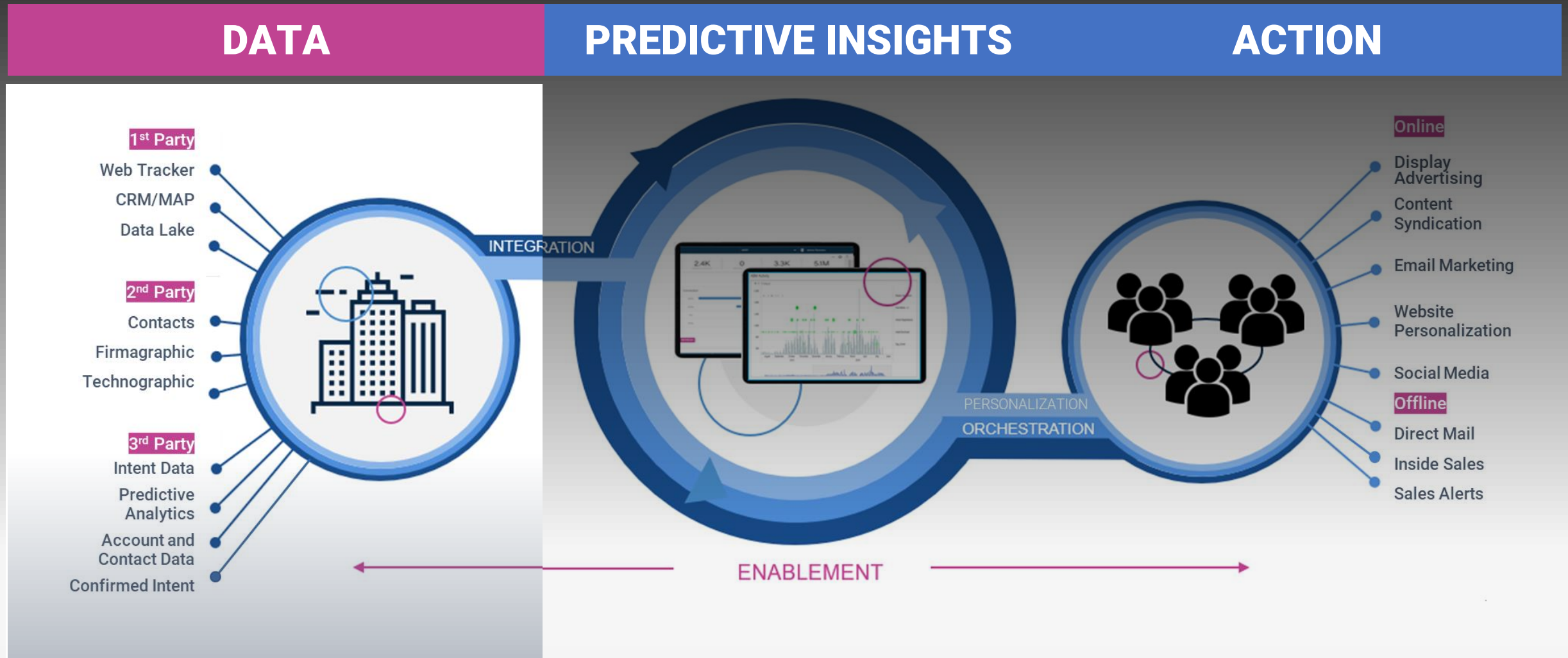
DATA

PREDICTIVE INSIGHTS

ACTION



Enterprise-Class Predictive ABM



Data, like candy, comes in all flavors

INTENT DATA

What are the sources of data you have that could offer this insight?

Identify the things that interest your target accounts and know when each becomes interested in any of them

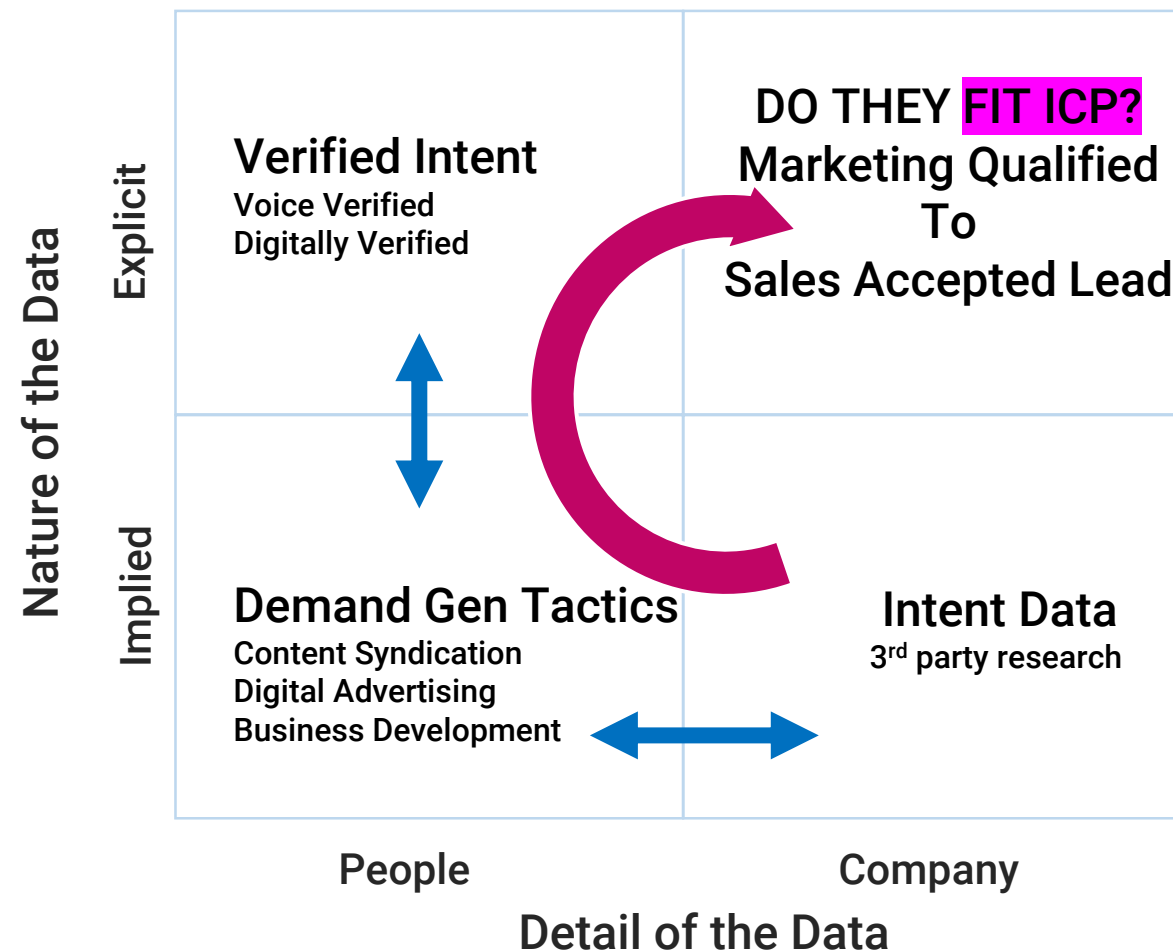
| Nature of the Data | Explicit | |
|--------------------|----------|--------------------|
| | Implied | |
| | | Detail of the Data |
| | | People |
| | | Company |

Data, like candy, comes in all flavors

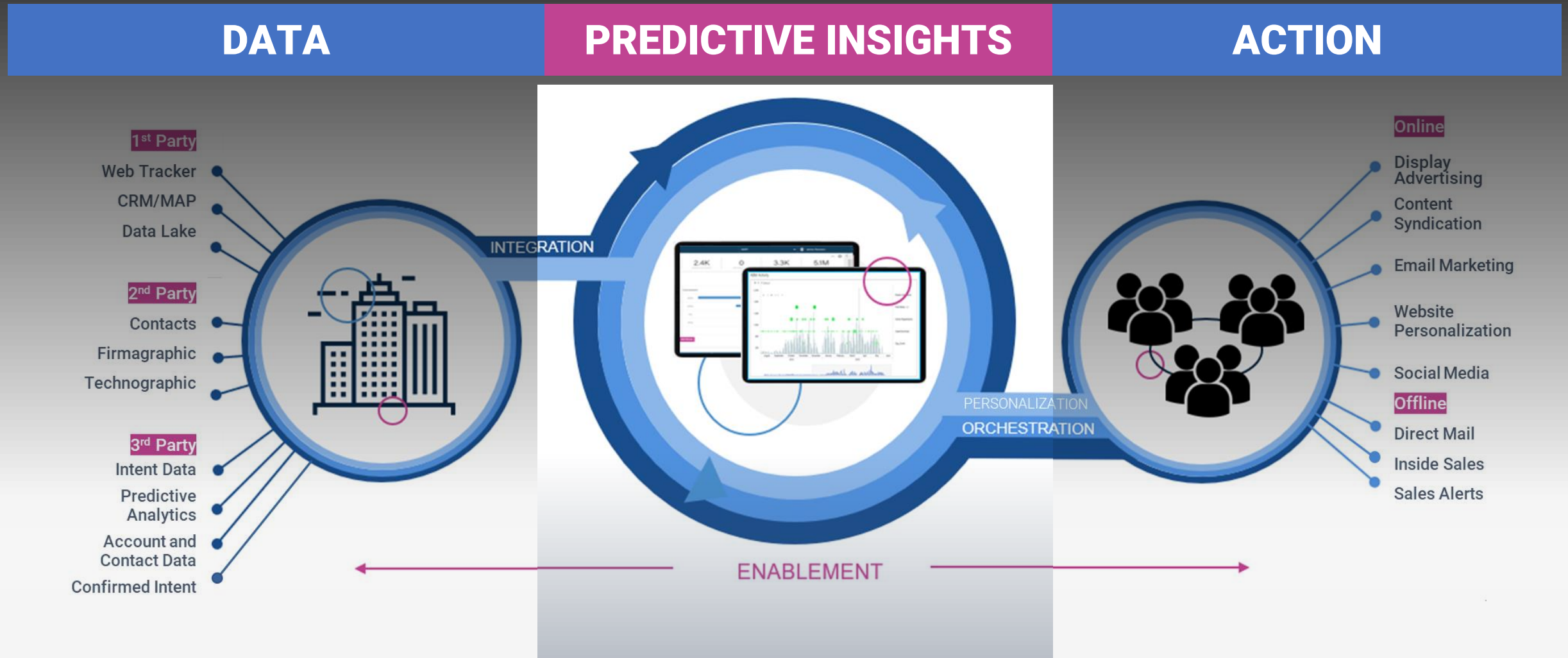
INTENT DATA

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Enterprise-Class Predictive ABM



Predictive Insights

Attribution impact

Look-a-like scoring

Propensity modeling

to be in market

Audience Segments

Customer Profile Fit

White Space Chasm

Channel Partners v Direct

CRM – Historical Analysis

Propensity to engage
Propensity to respond!

Influence Centers

Cross-Sell Orchestration

Buyer Journey Profile

Account Ranking

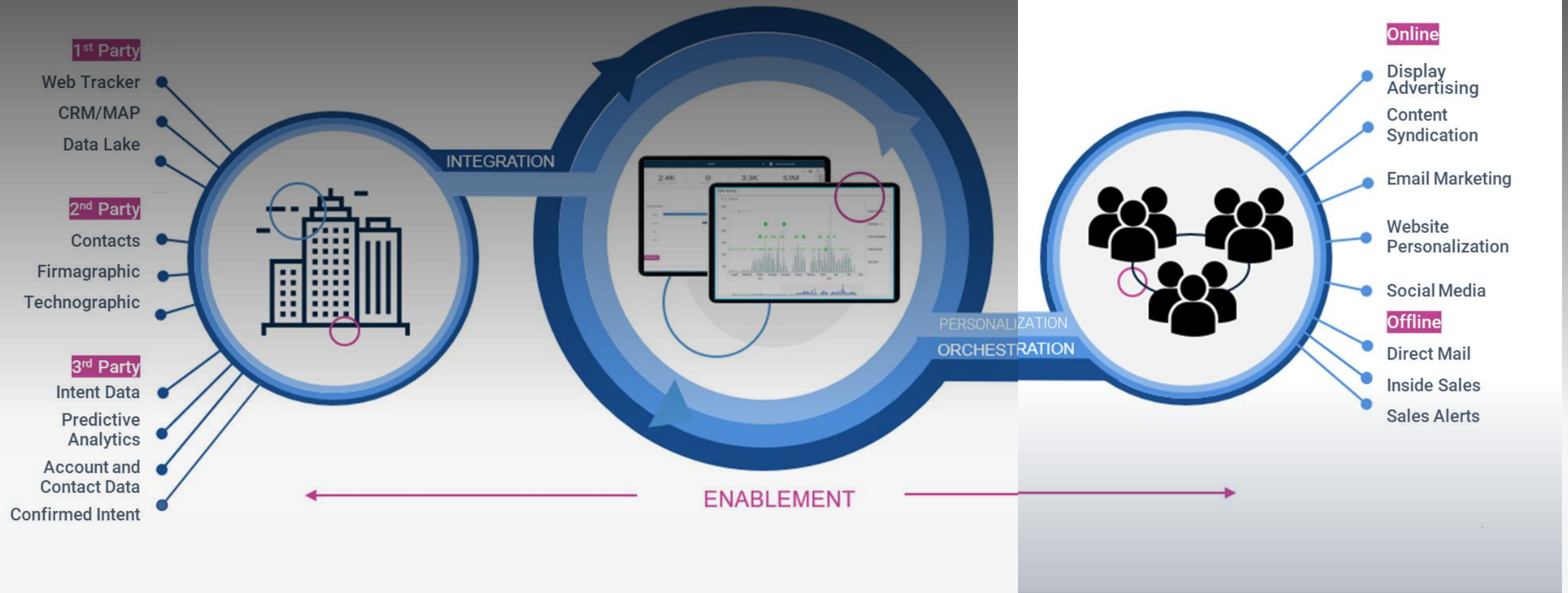
Opportunity Buying Center

Enterprise-Class Predictive ABM

DATA

PREDICTIVE INSIGHTS

ACTION



Activation and Action



For Marketing:

- Marketing automation triggers, e.g. *Eloqua, Marketo*
- Deliver optimized, personalized content across multiple channels and platforms
- Always on, real time
- Your execution teams or MRP Managed Services

For Sales:

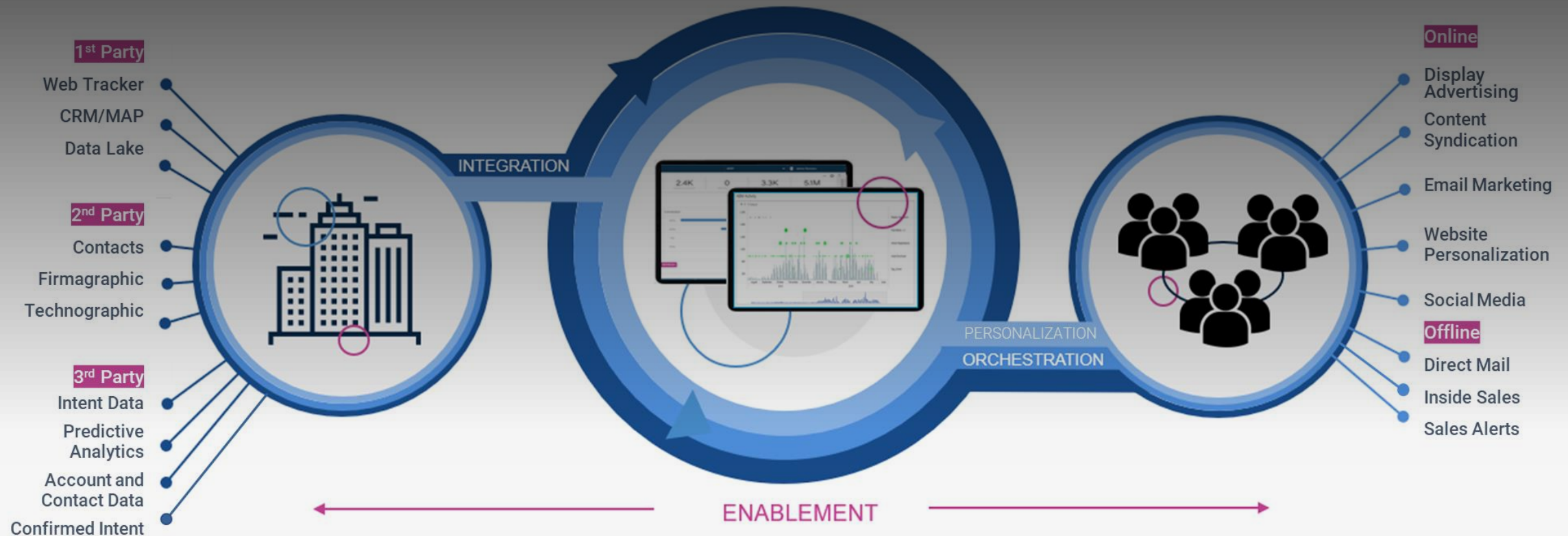
- Real time prioritized territory management
- Insight based personalized messaging
- Customized alerts by account / audience
- Monitor install base from competitive threats
- Nurture your white space
- CRM Integration, e.g. *SFDC, Oracle CRM*

MRP: Simplifying the Complex

DATA

PREDICTIVE INSIGHTS

ACTION



MRP

The only enterprise class predictive ABM platform

18 years of account-based sales & marketing expertise

11 global offices, working programs in 20 languages into 100+ countries



Clients – Largest global technology, financial services, healthcare, and manufacturing brands in the world

- Running ~1,000 ABM Engines worldwide
- Mixture of Software and Services – directly impacting Sales and Market

Our focus is providing sales and marketing solutions for pipeline conversion, measurable revenue return for both Demand and Retention units of our clients, using Services and our Enterprise Class Predictive ABM platform – MRP Prelytix.

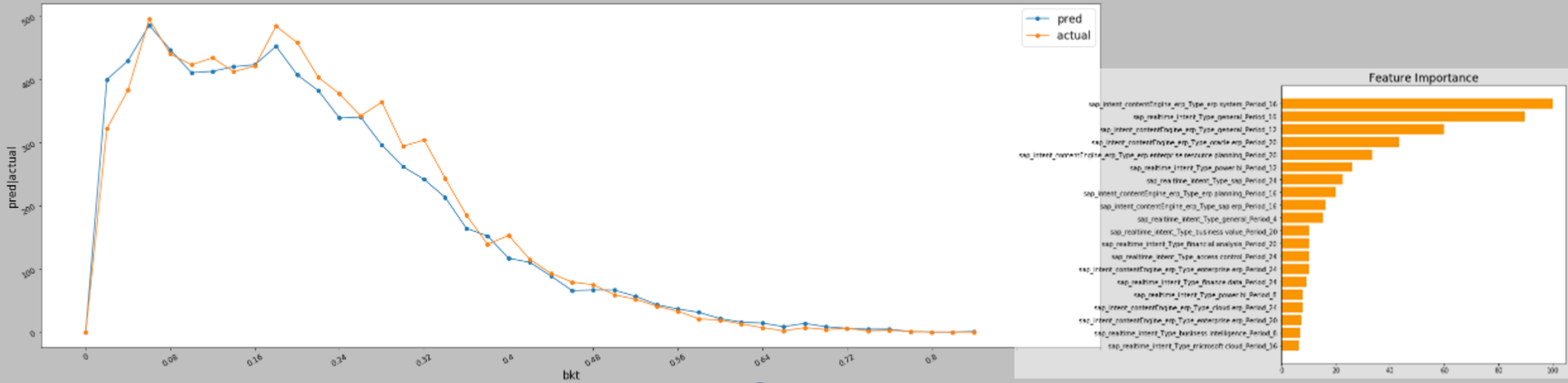
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CLIENT CASE STUDIES

Financial Services Case Study

Client Size:
50k+ Employees

| PROBLEM | SOLUTION | RESULTS |
|--|---|--|
| <p>Cross-sell and Upsell credit card, expense management, and A/P services to existing customers</p> | <p>Engage corporate customers online and offline using a combination of targeted display advertising and direct mail, driven by Predictive Insights</p> | <p>30% lift in appointment requests</p> <p>50% increase in appointments booked</p> <p>93% of the direct mail meetings that converted to MQL consumed display</p> <p>85% of target accounts took predicted path to request a meeting</p> <p>Exceeded conversion goals by 110%</p> |



400% increase in target buyer response

Models evaluated target account data to recommend channels, content, timing

MACHINE LEARNING DRIVES PREDICTIVE INSIGHTS

Enterprise Software Client

INTENT + PREDICTIVE = UNIFIED ACCOUNT (ABM) VIEW

ABM Approach

One-to-One, at scale

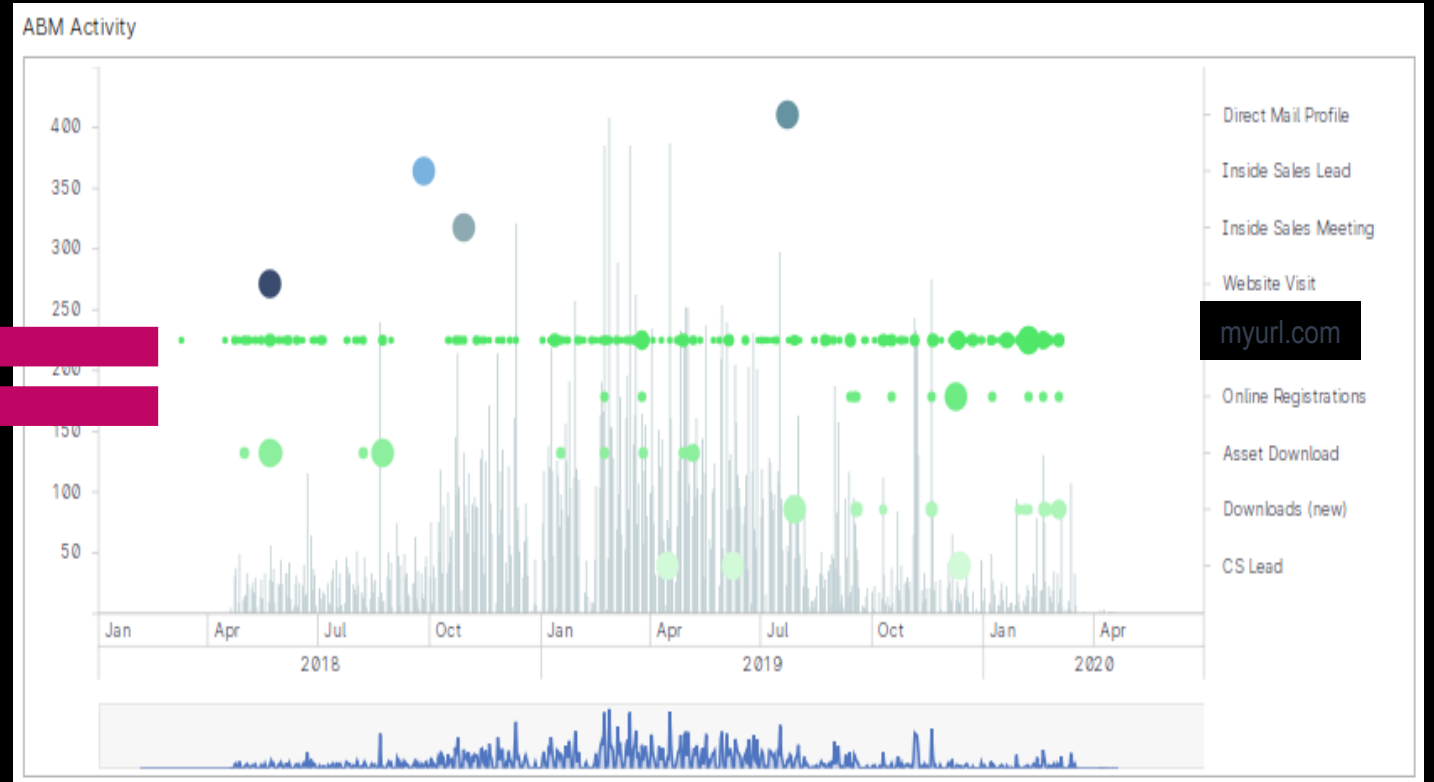
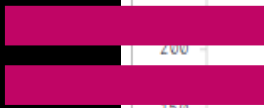
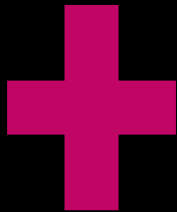
Data>Insights>Action

CROSS-SELL/ UPSELL in a vastly complex environment

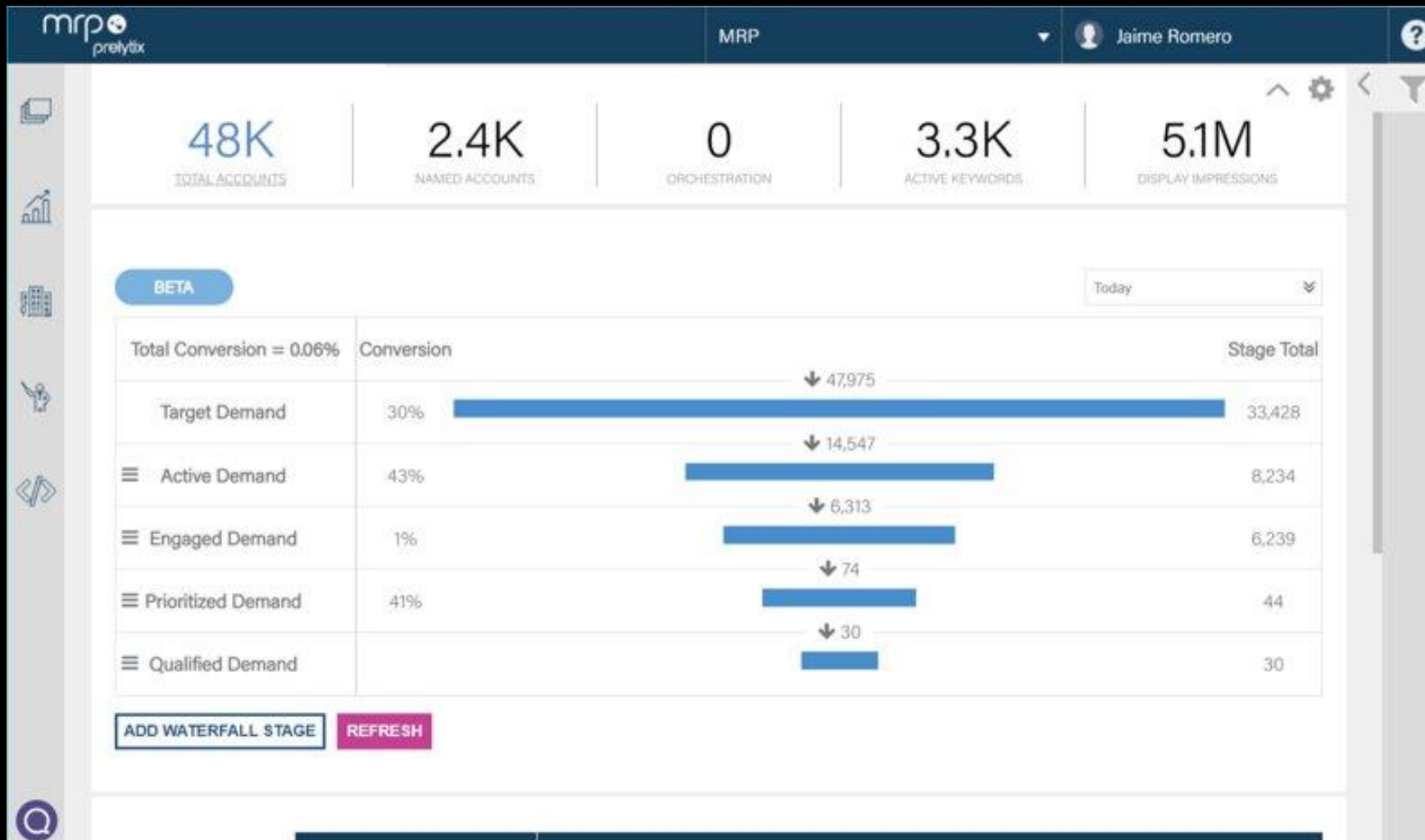
UNDERSTAND: needs and timing for each target account and leverage machine learning

IMPROVE: interactions between marketing and sales teams

operations hrm hcm
accounting software erp crm
business purchasing



INTENT + PREDICTIVE = UNIFIED (ABM) ACCOUNT VIEW



INTENT + PREDICTIVE + ML = DYNAMIC BUYER STAGES

Put a concerted effort to align sales, marketing, and the customer via ABM methodology

66% of companies see increased pipeline opportunities, 38% see higher win rates and an increase in sales productivity by up to 50%.

Helping Sales: Use Data to prioritize, invest in tools to filter out the noise

Look first within your own four walls, develop white space strategy on your Top 25, 75, 150 accounts.

Listen to the customer, be top of mind

Budgets may be postponed, most projects will come back Be ready.

www.mrpfd.com

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