



/Vsynergize helps Enterprise Software Company Turn Targets into Opportunities with ABM + BANT Leads Approach

The Client is a US-based Enterprise cloud communications leader that helps businesses accelerate their digital transformation. Its communications platform is fully programmable which allows integration of voice, chat, messaging, and verification into existing products, workflows, and systems across industries, and enhances customer experience, and realizes new business outcomes at scale for startups and agile enterprises.

CHALLENGE

The Client was looking to improve processes and improve the quality of leads in its pipeline for its Sales team to reach revenue goals. The client wanted a hybrid program comprised of BANT Leads with intent data and Account-Based Marketing capabilities.

Hence, to increase the scale and velocity of their demand generation pipeline, the client began looking for a lead and demand generation partner who understood their target market and could successfully generate quality leads from within their account-based marketing list.

What caught the client's attention was VSynergize's area of expertise in ABM and quality BANT Leads using digital, email, and telephone outreach.

SOLUTION

The Client signed up for a six-month campaign, and based on their needs and objectives, VSynergize designed an Account-based Marketing Lead Generation & BANT Leads campaign which consisted of:

- Account-Based Multi-Channel Lead Management via Voice and Email
- Set up BANT(Budget, Authority, Need, Timeline) qualifying questions and parameters along with the client's Sales team
- Sales Enablement & Support which included Team Training, Emailers, Landing Pages
- Account Management with Strategy Building, Reporting, and Analysis

❖ **Account Research and Selection:**

VSynergize refined the Client's ICP (ideal customer profile). A list of potential contacts to target which the VSynergize team prepared was reviewed and approved by the Client.

❖ **Account and Prospect Profilin:**

The Client provided buyer persona profiles of the prospects that they want the outbound campaign to target. The master contact list was segmented based on these personas and was further grouped according to industry type

VSynergize was to reach out to target customers to uncover their pain points and upcoming needs.

RESULT

Powered by the largest intent-driven audience in the space, VSynergize reached and engaged with the right decision-makers within the client's target ABM list using multi-channel engagement, intent data layering, and tactical account targeting.

The VSynergize program of BANT Leads and ABM gave the client

- Insight into prospect's pain points, helping them tweak their offering while communicating
- A strong sales pipeline for the next 9 months
- Focus on the right decision-makers in their account list
- The Sales team started hitting revenue goals

In the past, the client felt they had to take initiative and manage its vendors, but described the experience with VSynergize "Seamless" and knew the campaigns are working, which ultimately generated \$4m in pipeline influence.

"We love the superb experience and quality leads we get from VSynergize. Our Account Manager and the team account are proactively involved in our campaigns and making sure we get the highest quality leads relevant to our industries. Given our niche industry, it is not always easy to find leads with great titles that match our buyer personas, but VSynergize found a way!"

- Business Unit Vice President