

A Revenue Hero's Chronicle

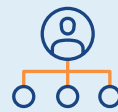
Crush Goals Through Account-Based Strategy: A Customer Story

When Hexagon, a global information technology company, partnered with Demandbase to implement an account-based marketing program, engagement skyrocketed across targeted accounts. Leveraging Demandbase's data-driven approach, Hexagon saw a big improvement in team productivity and focus, with big results to boot. The team drove engagement with 48% of target accounts, which led to strong pipeline creation.

Three Guiding Principles that Led to Successful Outcomes:



1 Demandbase helped Hexagon identify a common center for sales and marketing focus, and create a unified view of select target accounts. The process helped them leverage data to better understand customer intent and more efficiently focus their efforts.



2 Taking an account-centric approach allowed Hexagon to better engage with prospects, and to understand where they were on their customer journey. It also helped them to identify product interest.



3 Leveraging these signals meant conversations, messaging and marketing strategies were sharpened and coordinated among departments, resulting in a more cohesive brand experience. The program was so successful that Hexagon scaled it globally.

“Taking an account-centric approach really allowed us to engage with prospects where they were in their journey, and just as importantly, it helped show us what they were interested in.”

—Jodi Lebow, Director, Global Demand Center, Hexagon

To learn more about what the right ABM program can do for your company, go to Demandbase.com/frost