A Process-Driven Approach to ABX Drives 65% Net-New Pipeline Creation

Jamie Walker & Kelly Webb
SVP of Marketing & Head of ABX
Keyfactor

6sense | Breakthrough *2021*

Meet Keyfactor

Jamie Walker, SVP of Marketing

9-5 : **Lead Keyfactor Marketing alongside a talented team of A+ players.**

5-10: Mom of 2 running on coffee and wine while _thinking_ _about_ sneaking in an occasional Peloton ride.

Kelly Webb, Head of ABX

9-5 : **Orchestrates Keyfactor's go-to-market account-based marketing and demand generation programs.**

5-10: Mom of 2 running on coffee and wine while sneaking in an occasional Peloton ride.

6sense **Brea**through *2021*

Tell me you love 6sense without *actually* telling me you love 6sense

#TheTellMeChallenge

6sense Break through 2021

"Just renewed (early) our 6sense contract and couldn't be happier!! Best Martech tool I've purchased to-date. 6sense has transformed our GTM team — thank you for your partnership!!"
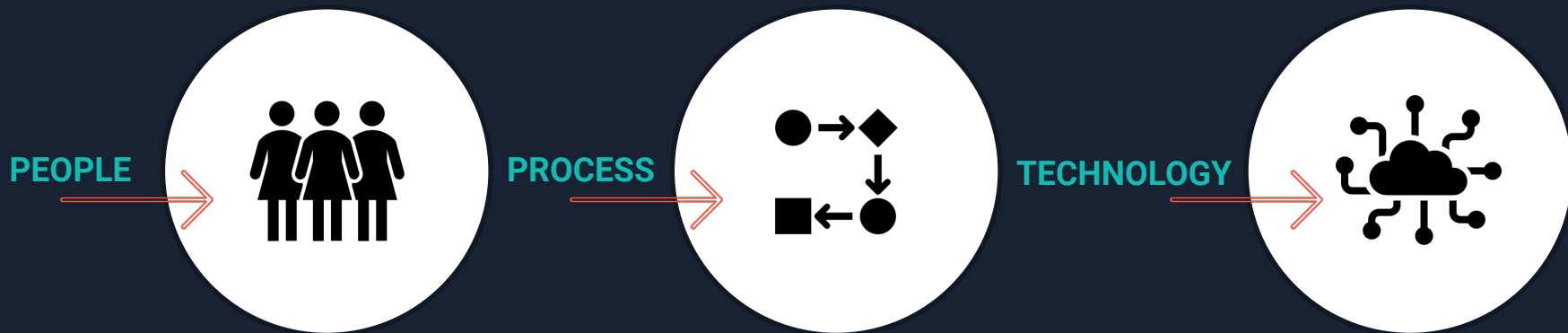
Our Story

The Foundation of an ABX Strategy

PEOPLE →

PROCESS →

TECHNOLOGY →

Why ABX for Keyfactor

PILOT OBJECTIVE

GOAL	Launch ABX campaign to generate **$1.9MM in Net New Pipeline**
TARGET	100 accounts focusing on economic buyer
GEOGRAPHY	North America & Canada
TIMELINE	December 2019 – April 2020
CHANNELS	**Digital:** Email Marketing, Social Media, Paid Media, Content Syndication **Physical**: Direct Mail, RSA Event

▶ **$2.2M** PIPELINE CREATED

▶ **23%** TARGET ACCOUNT ENGAGEMENT

▶ **100%** UNIFIED KEYFACTOR BRAND COMMUNICATIONS

6sense Break through *2021*

Where ABX and Volume Velocity Intersect

ABX

VOLUME VELOCITY

Target Accounts

Leads

Engaged accounts

Engaged leads

Qualification

Opportunity

CLOSED WON
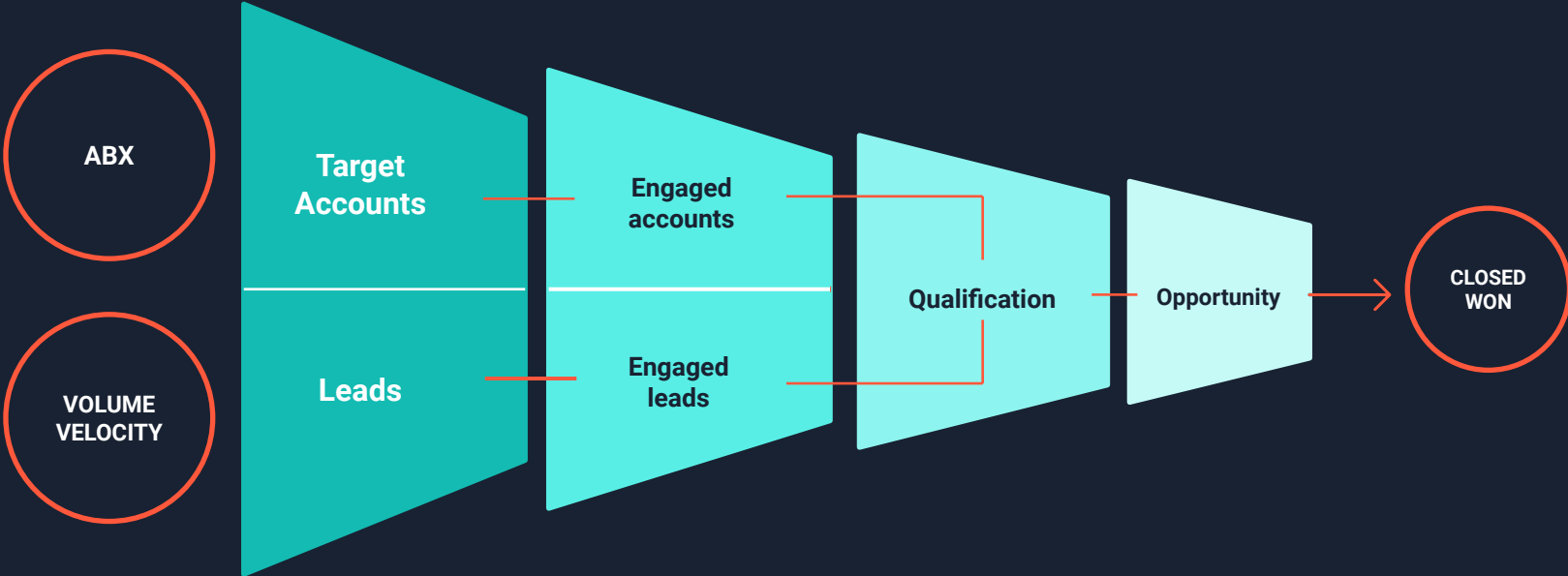
Evolution of ABX at Keyfactor

Crawl
Volume-velocity on steroids

Walk
Strategy w/out technology

Run
Adoption of technology and process

- 1: Many account list based on firmographics

- Segmented volume velocity

- Manual effort included: event exposure, direct mail, exhausted orchestration, and generic communications

- Launch 1:Many segment based Bombora intent and previous behavior

- Successful sprints included manual eGifting and condensed orchestration

- Supporting a subset of Keyfactor sales

- Launch 6sense

- Cross-functional adoption of ABX

- Weekly cadence structure

- Enhancement of field support

- Prioritize budget for programs

The Strategic *Mix* to Increase ABX Pipeline Creation

Team Alignment

Cross-functional alignment to drive a clear line of sight between sales and marketing

- OWNERSHIP
- MEETING STRUCTURE
- PROCESS

Technology

Fueling data through martech to deliver personalized experiences to the right customers, at the right time

6sense
HubSpot
salesforce
Salesloft.
DR/FT
zoominfo
DOMO

Excellence/ Execution

A data-driven approach targeting strategic accounts through a personalized orchestration

Keyfactor on the Run

Cross-functional Process A*doption*
- Sales, BDR, Channel executive sponsorship
- SFDC custom fields for alignment
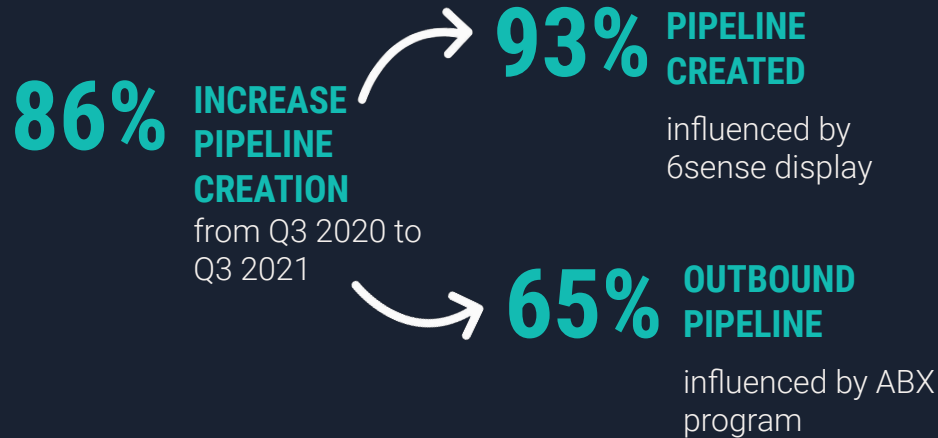- Weekly cadence sync
- Define success metrics

Proactive Prospecting **tool box**
- Cadence library by keyword buckets
- Custom SFDC prioritization dashboards
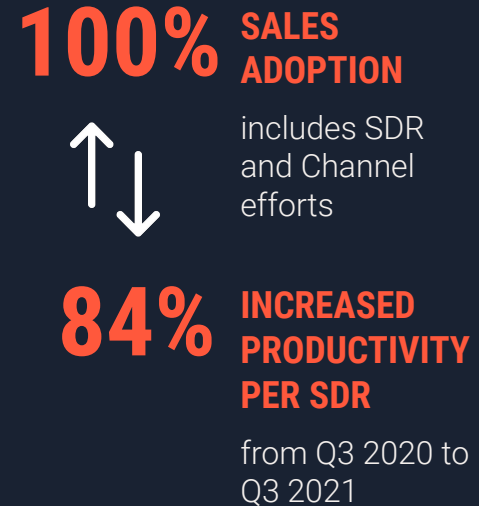- Value cards

Activate **ABX programs**
- Manual; direct mailer
- High touch events (Wine tasting, Cooking)
- Evergreen digital ad campaigns (6sense, LinkedIn)
- Evergreen email marketing
- Website personalization
- Priority audience for all volume velocity programs

Up-to-the-right

PIPELINE METRICS

86% **INCREASE PIPELINE CREATION**
from Q3 2020 to Q3 2021

93% **PIPELINE CREATED**
influenced by 6sense display

65% **OUTBOUND PIPELINE**
influenced by ABX program

PEOPLE METRICS

100% **SALES ADOPTION**
includes SDR and Channel efforts

84% **INCREASED PRODUCTIVITY PER SDR**
from Q3 2020 to Q3 2021

6sense **Break**through *2021*

Future State ABX

Launch direct mailer platform

Automatic and scale direct mail and eGifting based on buying stage, tailored campaign or sales play.

Customer expansion programs

Upsell/ Cross-sell messaging

Geo-region localized programs

ABX programs timebound to communicate geo specific message.

In-person programs

Executive dinners, intimate experience at tradeshows, community driven events

A+ ABX Program Takeaway

ADOPTION > ALIGNMENT > ACCOUNTABILITY

Thank you

Jamie Walker, SVP of Marketing

in @jamie-walker-mopa

Kelly Webb, Head of ABX

in @webbkelly1