

# Building a High-Value Pipeline for Lenovo with Account-Based Advertising

How an Account-Based Marketing approach can help develop a brand

Although Lenovo is a globally recognized brand, its Lenovo Data Centre was essentially an unknown brand within the enterprise companies and government institutions identified as ideal customers.

Lenovo was looking at a marketing strategy that would address this issue, raise awareness on the brand, and build a strong pipeline. Account-Based Advertising was the solution.

The Lenovo logo, consisting of the word "Lenovo" in white, bold, sans-serif font, centered within a red rectangular background.

## Challenge

Lenovo is a \$43-billion tech company, known widely around the world. However, there was a problem. While the primary brand is very recognizable, the Lenovo Data Centre brand was essentially unknown to most of their potential customers.

The Lenovo Data Team had a key objective in mind: to reach and engage with 38 strategic accounts and position their solutions. These 38 accounts had no idea that Lenovo Data Centre existed.

But this objective came with several unresolved marketing challenges:

**First**, being able to identify any traffic from these accounts on key Lenovo websites to verify the effectiveness of the marketing effort.

**Secondly**, the marketing automation campaigns that Lenovo had been running so far were receiving no engagement whatsoever.

**Finally**, they had a very small number of valid email addresses to target, and even fewer with permission to receive marketing messaging.

## Objectives

- Raise awareness of the Lenovo Data Centre brand and offering within the target audience
- Stimulate enquires and interest on the offering
- Build a strong pipeline of prospects, and improve close rates

## Target Audience

Lenovo wanted to focus the initiative on 38 top enterprise companies and government institutions they had identified as ideal customers.



***“The REACT model made sense for us from the beginning. If we could activate our 38 key accounts and create leads for the salespeople to follow up, we had achieved our goal. Account-Based Marketing will certainly be part of our future strategy.”***

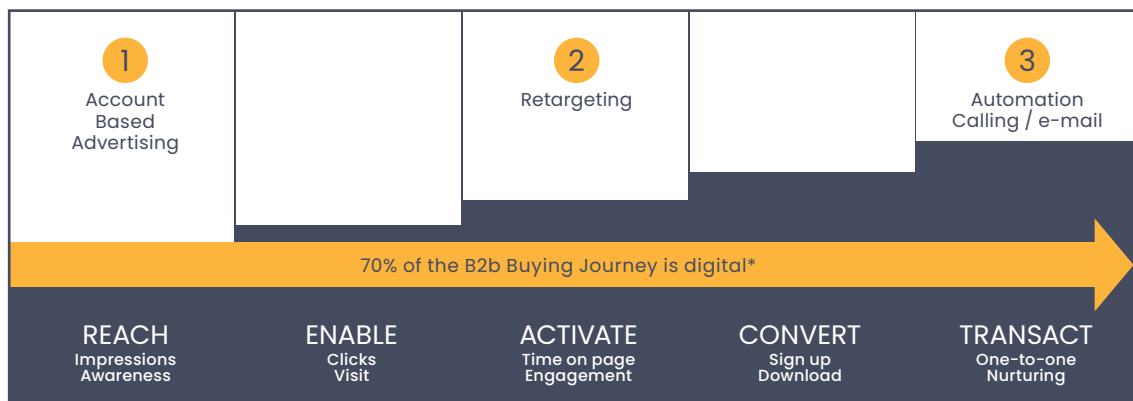
***Poul Bastrup*** – Head of Marketing, Lenovo Data

## The Strategy

B2B Agency Blue Business approached AccountInsight, an Expandi Group company and advertising platform award-winner, to support in the creation and delivery of a strong strategy to support the client’s objectives.

As 70% of the B2B Buying Journey is digital, we agreed to start from scratch, using Account Based Advertising (ABA) to reach these key accounts, engage them, track their responses, and then fill up Lenovo’s sales pipeline.

We applied the REACT model to Reach, Enable, Activate, Convert, and Transact with the 38 key accounts.



We started by mapping each of the key accounts and identifying the IP addresses we would use to target them. We then developed personalized messaging for all the accounts, in order to increase engagement with our ad campaigns.

These campaigns covered three different platforms with individual banner ads and landing pages for the key accounts. The activity included targeted digital advertising, identification of traffic, retargeting activities, and calls and email nurturing.

## Results

Evaluating the results of an awareness advertising campaign is never easy. In agreement with the client, we focused on four engagement levels: Sales Ready Accounts, Engaged Accounts, Active Accounts, and Cold Accounts, while also measuring the changes of the Accounts engagement in real time.

- **The “Sales Ready” accounts** were our best opportunity for conversion. These accounts were interested and ready to buy.
- **The “Engaged” accounts** were good-fit customers. These were found to be interested in the value proposition promoted on the landing pages we developed.
- Next up were **the “Active” accounts**. These were the companies who were responding to the banner ads and becoming increasingly aware of the Lenovo Data Centre brand.
- Finally, we had **the “Cold” accounts**, who didn’t recognize the brand or feel like they needed the product.

The ABA strategy worked very well, moving accounts up the chart into the Engaged and Sales Ready stages.

- Engagement levels increased from 0 to 76%
- Time spent on landing pages increased by 50%
- 7 key accounts ended up in the “Sales Ready” bracket
- 2 major opportunities were locked in
- ABA bridged the gap between marketing and sales

What was launched as an initial pilot program is now, 4 years later, a regular program that delivers constant results to the client.

## Want to find out more about how Expandi’s Account-Based Advertising and Data Services could help you?

Contact our Account-Based Advertising specialists today.

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