

Hyper-accurate targeting and advertising for the leader in Wall Displays

How Expandi's targeted Account-Based Advertising lands new clients.

Perfect for creating a spectacular display, the microLED display technology makes a bold statement in any business environment.

Yet as there are a huge range of display systems for businesses to choose from, our client drew on Expandi's expertise to ensure carefully coordinated and timely promotional messaging was targeted only at accounts who were already in the buying window.

Challenge

Designed to create a strong impact for brands, today's display systems require an initial considerable investment in both purchasing and installation costs. This means a great deal of careful consideration goes into making a choice from amongst a wide range of competing solutions. The client needed to stand out from their rivals, raising awareness of their superior image quality and flexible, easy installation, while also proving that a purchase is an investment that will eventually more than pay for itself.

Target Audience

The client's original target audience included mid-size to large companies appearing in France's CAC 40 index and working across a variety of sectors, such as retail, manufacturing, and finance.

Based on Expandi intent data signals, a further, more precise selection was made, identifying the companies that could clearly benefit from either point-of-sale or company-auditorium displays that reinforced their own brand offerings.

Objectives

- Strengthen superior-quality positioning in the display-system market
- Determine which potential accounts were currently in a buying window
- Identify new opportunities in sectors not traditionally targeted
- Promote specific value offerings to companies who'd displayed interest in similar services and products
- Amplify lead-generation, shorten sales cycles, and improve close rates

The Strategy

Based on the client's brief and objectives, Expandi designed an integrated campaign specifically structured in four key steps.

Step 1: Optimize the Target group by leveraging Expandi purchase-intent data

Drawing on a merging of the client's requirements and their initial list of France's Top 40 companies to target, Expandi enlarged and enriched the target group to include large and mid-size organizations working in the retail, manufacturing, services, and finance sectors.

Further precise keyword research and tracking of intent activities across multiple devices led to the creation of an ideal customer profile (ICP) and insights into typical behaviors, as well as monitoring their changing needs as they approached different points in the buying journey.

Step 2: Execute Account Based Advertising only at the Target group

Utilizing the invaluable insights gained from Purchase Intent tracking, Expandi launched Account-Based digital advertising activity across selected, relevant sites, while monitoring returns and clickthroughs, and identifying responses.

By leveraging Expandi's award-winning automated Account Based Advertising platform, these messages could be instantly placed in front of each Decision Maker as soon as any kind of interest in similar offerings was detected amongst their online activities.

Step 3: Email prospects with nurturing messages

To drive the audience along the route to purchase, emails reinforcing the benefits and values of the client's solutions were sent to all key Decision Makers, helping prospective buyers better understand the full potential of The Wall and nurturing their way towards the bottom of the funnel.

Step 4: Close the loop with phone-based lead generation and pipeline building activity

To provide the client not only with a list of web qualified opportunities, but also with a pipeline of tangible prospects to follow up by sales and marketing, companies who'd shown increased interest throughout the duration of the campaign were more directly approached via phone, ensuring each prospect could explore on a one-to-one basis how their specific needs could be addressed.

This ensured the client's sales teams were approaching interested and qualified parties to close the deal faster.

Results

Thanks to the campaign-integrated approach, the client was able to maximize media budget usage by ensuring only the targeted accounts were touched by the advertising messages, leading to a remarkably high percentage of accounts being both reached and engaged.

Post-campaign analysis identified a direct link between the Intent Data utilized to determine the targeted accounts and the increase in the number and quality of valued opportunities.

- TARGETED ACCOUNTS: 644

RESULTS (Account Based Advertising)

- 293,671 Impressions
- 334 / 52% Accounts Reached
- 146 / 44% Accounts Engaged
- 287 Companies with added Intent Data

RESULTS (Phone Engagement)

- 11 Sales Qualified Leads, 2 Marketing Qualified Leads

Want to find out more about how Account-Based Advertising with Intent could help you?

Contact our Account-Based Advertising specialists today.

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