

Strategic ABM Expansion

Closing an RFP and Influencing Future Growth at a Global Media and Entertainment Giant



Company Level: Enterprise

Industry: Technology — Software Development

Company Size: 6,000+ Employees

Location: Global Company — San Francisco, CA

The Challenge

Utilize Ignitium's ABX strategy to find and engage key stakeholders and influencers across a portfolio of over 30 business units within a global media entertainment conglomerate.

Results

Closed an \$8.5M ARR RFP, created \$500k in additional opportunities, and built a community of champions across the entertainment giant's business units to influence future opportunities.

Overview

A global entertainment conglomerate sought to centralize its identity management at a corporate level across its portfolio of over 30 business units. Our enterprise client's objective was to **increase the Annual Recurring Revenue (ARR) of this account from \$3M to over \$10M**, and explore additional avenues of growth within the diverse business units. Ignitium, as the ABX partner, supported the orchestration of multi-channel engagement to identify and target key stakeholders and influencers.

Strategy

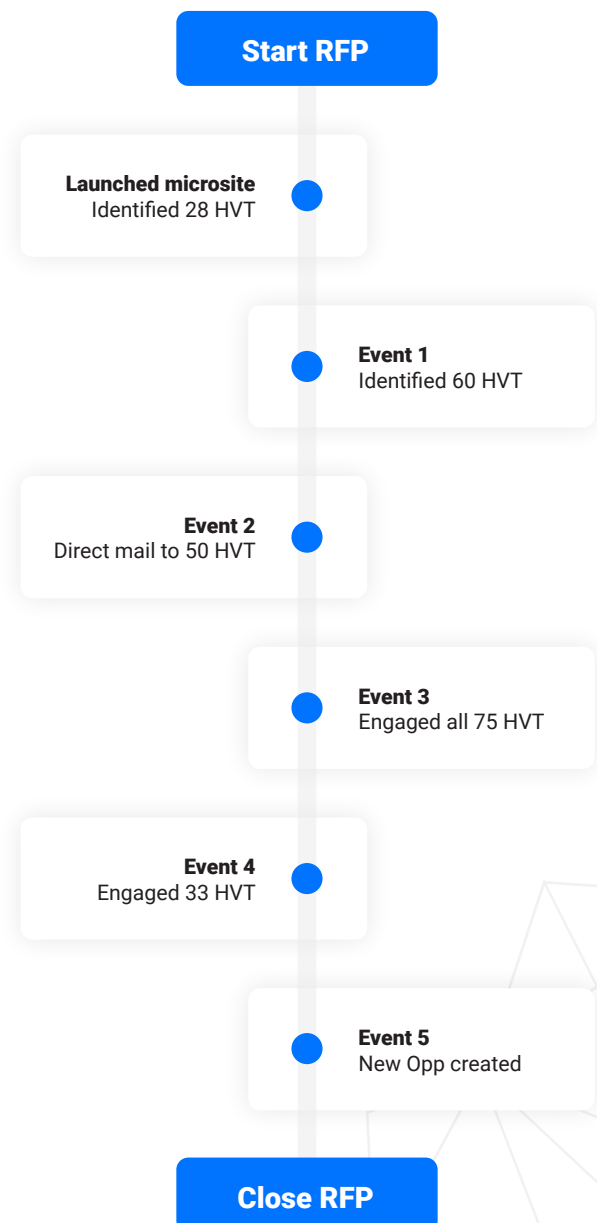
Together with the client, Ignitium designed and implemented a marketing and sales strategy to assemble a network of 'identities' across the media company's 30 business units. The goal was to form a community to advance collaboration on identity use cases throughout the RFP process and into the future.

Identify Stakeholders and Decision Makers

Ignitium identified 75 stakeholders through intent data and contact level digital activity. The client designated these individuals as High Value Targets (HVT). **Ignitium helped develop a 1:1 multichannel campaign to strengthen relationships in the HVT community throughout the RFP process.**

Orchestrate 1:1 Multichannel Engagement

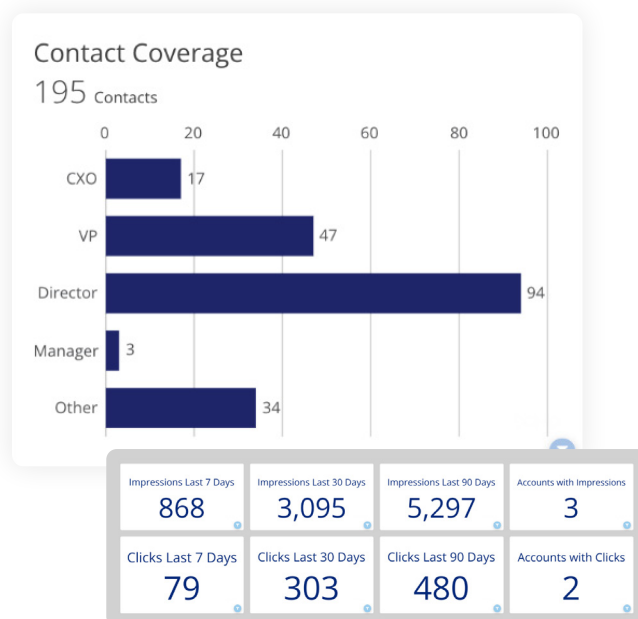
A custom 1:1 multichannel engagement strategy was deployed, utilizing dedicated microsites, 1:1 social and display ads, and direct mail to engage HVTs with tailored content and drive them to attend custom events. All tactics were customized with personalized content experiences relevant to each HVTs core responsibilities to maximize reach and impact.





Sales and Marketing Alignment

A custom BI dashboard tracked the progress of ABX orchestration across all channels. **The dashboard consolidated data across 6+ marketing and sales solutions to establish a command center for the initiative.** Both marketing and sales teams used the dashboard to track campaign performance and manage account prioritization. Ignitium provided sales training to interpret and leverage the dashboard data, and assisted the sales team with consistent messaging to streamline the handoff of contacts from marketing to sales.



Hyper-Personalization at Scale

Ignitium proactively identified the HVTs, delivering messaging across the account and contact level seamlessly. Agile processes meant all content and engagement strategies were continuously refined to meet the unique needs and preferences of each BU. As more HVTs were identified, the relevant channels were activated and optimized with messaging tailored to their core responsibilities.

Outcomes



Enhanced Engagement

The client witnessed an **engagement surge of over 40% Year-over-Year**, fortifying stakeholder relationships.



Increased Opportunity Value

Engaging with the HVTs resulted in an **\$8M increase in opportunity value**, surpassing the initial goal of \$10M ARR.



Quality Interaction

HVTs engaged in **6,720 minutes of 'quality interaction'**, resulting in stronger relationships between the two companies.



Enhanced Alignment

Having a single source of truth in the custom dashboard enabled **consistent messaging between marketing and sales teams**, with no data loss as campaigns were continuously optimized.



Community of Champions

The initiative cultivated a **community of 'identity champions' within the 30 business units**, offering a platform for peers to share use cases, outcomes, and success stories at custom events. The network of influencers promoted advanced collaboration on identity use cases across the business units.



Discovery of New Opportunities

The success of the campaign to close the RFP caused the client to **continue these tactics for longer than planned, resulting in additional opportunities**. New potentials were generated across business units, with one unit alone contributing opportunities **worth \$1 million**.

Conclusion

ABM and other account-based strategies are a marathon, not a sprint. While the processes may be long, they are rooted in facilitating authentic connections with decision makers, resulting in an environment where prospects are fully engaged and informed. These contacts become more than a buyer; they are long-term influencers and champions because of the authentic engagement they have with a brand through ABX orchestration.

Scaling personalized experiences requires precise campaign design and strong alignment between marketing and sales teams. The data management needed to track all the moving parts is crucial for optimal impact, but is often where teams struggle the most. **Partnering with an experienced ABX provider makes it possible to orchestrate complex, multichannel engagement to drive engagement, generate pipeline, and meet revenue goals.**

About Ignitium

Ignitium creates composable ABX platforms for enterprise B2B organizations to orchestrate account-based experiences at scale. Since 2010, we've helped launch world-class ABM programs, creating pipeline for enterprise and hypergrowth SaaS companies like Okta, HPE, Verizon and C3. Ignitium operates at the cutting edge of technology, intent data and human expertise so GTM teams can get in front of the right people at the right time, every time.

