

Orchestrating Multi-Channel ABX

Winning a \$1 Billion Contract While Supporting \$7 Billion in Opportunities for a Leading Healthcare Technology Provider



Company Level: Enterprise

Company Size: 10,000+ Employees

Industry: Technology — Healthcare

Location: North America

The Challenge

The client needed to build brand recognition and engage influential decision-makers across a complex organizational structure. This required strategic, adaptive content that could respond to changing priorities, all while maintaining support for a substantial open pipeline and overcoming barriers like fluctuating budget approvals.

Results

Ignitium's strategic multi-touch ABX campaign delivered exceptional results, culminating in the successful securing of a nearly \$1 billion multi-year contract. The comprehensive approach also drove a 40% year-over-year increase in account engagement and supported nearly \$7 billion in open pipeline. The campaigns generated over 8.5 million ad impressions, leading to a 63% improvement in click-through rates and yielding more than \$24,000 in pipeline value for every dollar spent. Despite challenges like a major website outage, these efforts ensured consistent engagement and had a substantial impact across key state and health plan accounts, setting the stage for continued growth and success.

Overview

A premier healthcare technology provider faced an opportunity to engage key stakeholders within a major public sector client overseeing health and human services across a state. With the goal of securing a multi-year contract valued at nearly \$1 billion, the client required a sophisticated, personalized ABX strategy that would resonate across departments and with decision-makers at multiple levels, all without a direct list of target contacts. The campaign also needed to sustain a nearly \$7 billion pipeline of active pursuits.

Strategy

Ignitium implemented a robust, multi-touch ABX approach designed to drive pipeline growth, support ongoing pursuits, and secure the high-value contract. The strategy included:

Targeted ABM Campaigns

The campaign featured the client's core solutions with tailored state-specific visuals and messaging. This personalized content underscored how the client's offerings empower state agencies to enhance support for recipients.



Ignitium deployed **People-Based Ads** across LinkedIn to directly reach high-value decision-makers within the client organization. PBAs enabled consistent, multi-channel presence and captured contact-level engagement data, ensuring each ad reached the right individuals across different departments and roles.

Adaptive Content Integration

Ignitium continuously adjusted campaign content based on real-time insights and account feedback. As topics like telephonic application assistance and public health emergencies emerged as priorities, they were woven into the content to keep it timely and relevant.

A/B Testing and Optimization

Throughout the 18-month campaign, Ignitium tested and optimized imagery and messaging, leading to click-through rates (CTR) that significantly exceeded industry standards—**48% higher in early stages and nearly 11x higher on average throughout the campaign.**

Comprehensive Content Hubs

Ignitium launched dedicated content pages that highlighted the client's achievements, such as industry awards, establishing their position as an innovative leader and enhancing credibility with key stakeholders.

Data-Driven Engagement

Leveraging real-time integration of Folloze engagement data with Salesforce, the campaign enabled precise targeting and effective sales follow-up. This alignment between marketing and sales ensured consistent messaging and agile responses to high-priority leads.

Expanding Influence Across Departments

Without a direct contact list, Ignitium leveraged account-level data to target a broad range of departments and roles. This approach built consistent brand visibility and engaged multiple leadership levels across organizations.

Data Integration with Salesforce

LinkedIn ad engagement data was directly integrated into Salesforce, enabling the sales team to prioritize outreach based on live engagement metrics. This integration gave sales teams insight into which messages resonated most, allowing them to align their follow-up with the contacts' current interests.



Outcomes



Nearly \$7 Billion in Open Pipeline Supported

The campaign's strategic approach provided significant support for the client's ongoing public sector pursuits, creating a strong foundation for future success.



\$1 Billion Contract Secured

The highly personalized and strategic engagement efforts were instrumental in winning this substantial deal.



8,933% Increase in Site Visits

The campaign drove an extraordinary increase in website engagement, reflecting the impact of tailored content and messaging.



Over 90% of Key Targets Reached

Ignitium's strategic targeting ensured nearly complete reach across key stakeholders, maximizing engagement opportunities..



High Engagement Rates

More than half of the reached audience engaged meaningfully with campaign content, demonstrating strong relevance.



Above-Average Click-Through Rates

The campaign achieved a click-through rate well above industry norms, emphasizing the effectiveness of both the creative strategy and the People-Based Ads.

Conclusion

Ignitium's comprehensive, data-driven ABX strategy not only contributed to **securing a \$1 billion contract** but also supported nearly \$7 billion pipeline. This success underscores the power of personalized, agile marketing. Through People-Based Ads, integrated data insights, and continuous optimization, **Ignitium ensured sustained brand visibility and strengthened the client's position as a trusted partner.** This case study exemplifies how strategic, personalized, multi-channel engagement can yield monumental business outcomes and drive long-term pipeline success.

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.

