

Unlocking Hidden Demand Through Psychographic & Intent Intelligence

How Think ABM helped a global enterprise technology provider generate \$2M in qualified pipeline by understanding not just who was in-market, but how they buy.

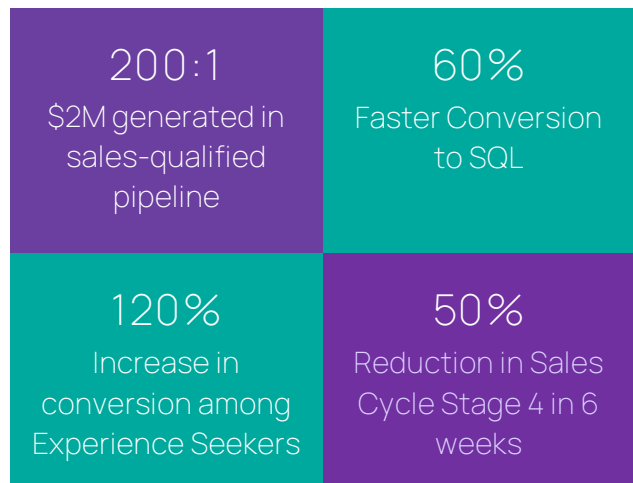


About The Client

The client is a global enterprise technology provider delivering storage, server, networking, and cloud solutions to organisations worldwide.

Operating in an intensely competitive and increasingly commoditised market, the company needed to identify new prospects for its storage portfolio before competitors could establish preference.

Results At a Glance



The Challenge

The client faced a critical visibility gap: they could not identify which accounts were actively researching storage solutions until prospects had already formed strong vendor preferences. By the time marketing and sales were engaged, buying committees were deep into evaluation, often with competitors leading, leaving little room for the client team to influence decisions or build differentiation beyond price.

The Impact of the Friction

Missed Influence Windows

No presence during the critical early research phase, the period when buyer preferences actually form, meant the client was invisible at exactly the moment that mattered most.

Lower Pipeline Quality

Late-stage leads required heavy discounting and often stalled before close, eroding margins and the sales team's confidence.

Extended Sales Cycles

Playing catch-up with prospects who were already leaning toward competitors required enormous effort just to reach neutral before any meaningful differentiation conversation could begin.

Traditional demand generation tactics were delivering diminishing returns. The client needed to detect in-market signals earlier and influence demand, not simply chase it.

The Strategy

With a deep understanding of the client's situation, Think ABM approached the challenge intentionally and methodically. The Think ABM team decided to deploy two of their most powerful proprietary tools – the intent-tracking platform, Sales Nitro™, and the psychographics-driven intelligence tool, InsightsIQ™ to deliver the results and the competitive edge the client sought. Together, these shifted the client from reactive demand capture to proactive demand influence.

01 Intent Intelligence & Signal Detection

Think ABM deployed Sales Nitro™ to monitor both named target accounts and whitespace opportunities, tracking content consumption patterns, research behavior, and engagement signals across the web. These surfaced accounts showed early in-market signals for storage solutions weeks or months before they would have appeared through conventional demand-generation tools, giving the client a decisive first-mover advantage.

02 Buyer-Journey Aligned Brand Activation

Recognizing that early-stage buyers are in the research phase and not yet prepared for sales conversations, Think ABM created a curated content experience tailored to their journey. Using its end-to-end service model, Think ABM developed content and touchpoints aligned with the client's brand that appeared consistently throughout the prospect's research journey.

Rather than pushing for meetings or direct engagement, the focus was on building brand awareness and recall during the research phase, establishing the client as a credible and helpful presence without triggering the defensiveness that premature outreach typically produces.

03 Behavioural Insight & Persona Mapping with InsightsIQ™

As prospects engaged with content, InsightsIQ™ analyzed their behavior to categorize them into one of eight distinct personas, each with different centers of interest, communication preferences, and decision-making styles. This went beyond demographic segmentation. This was behavioral psychology applied to B2B buying.

Two personas dominated the IT buyer population:

Traditionalists

- Data-driven and ROI-focused
- Value technical specs and performance benchmarks
- Prefer TCO analysis and detailed documentation

Experience Seekers

- Innovation-oriented and hands-on
- Prefer demonstrations and interactive exploration
- Engage with applied, visual, real-world content

Initial content shared was heavy on ROI, TCO, and technical specifications. This resonated with Traditionalists but failed to engage Experience Seekers. InsightsIQ™ revealed a critical insight: Think ABM was speaking one language to buyers who needed another.

04 InsightsIQ™ Driven Persona Pivot

Armed with behavioral insights and psychographic intelligence, Think ABM pivoted the content strategy entirely to center around individual buyer profiles.

For Experience Seekers, the old approach of white papers, ROI calculators, and technical specifications were replaced with:

- Live platform demonstrations and interactive walkthroughs
- Hands-on product exploration opportunities
- Real-world application stories and visual experiences

For Traditionalists, Think ABM doubled down on what was already working:

- Detailed technical content and specifications
- Case studies anchored in hard performance metrics
- Comprehensive TCO models and ROI calculators

05 Qualified, Validated Engagement

Only when InsightsIQ™ indicated a prospect was likely to engage productively did Think

ABM initiate direct outreach, and every touchpoint was personalized to each prospect's psychographic persona, informed by their actual behavior and demonstrated interests.

Before delivering any lead to the client's sales team, Think ABM validated the data through conversation before handoff, ensuring the client's sales team received not just contact information but genuine buyer intelligence: pain points, buying stage, readiness, and the engagement approach most likely to resonate.

The Results

200:1

Return on Investment

During the initial pilot programme, Think ABM generated \$2 million in sales-qualified pipeline within six weeks, validating the immediate commercial value of intent-led, psychographic-informed engagement at an exceptional return on investment.

60%

Faster Conversion to SQL

Leads identified and nurtured through this approach converted to sales-qualified pipeline 60% faster than in like-for-like programs, directly addressing the client's sales cycle challenge.

120%

Uplift Among Experience Seekers

A 120% increase in conversion among Experience Seekers - a segment previously unresponsive to ROI-heavy content - by shifting to experience-led engagement aligned with their buying style.

↗ Expanded

Strategic Programme Growth

The results spoke for themselves: the client not only renewed but expanded the engagement across multiple business units and service offerings, validating both the scalability and strategic value of the approach.

InsightsIQ™ in Action: The CIO Story

The Situation

A senior CIO within a priority account had been entirely unresponsive to the client's existing outreach. Traditional content was ignored. Sales emails went unanswered. All conventional signals pointed to a dead account.

The Insight

InsightsIQ™ identified him as an Experience Seeker. Think ABM pivoted immediately to hands-on platform engagement and experience-driven content. The response was immediate.

The Outcome

6 weeks to Sales Stage 4 vs. a typical 3-month timeline

A 50% reduction in sales cycles, representing 30% increased sales velocity – powered purely by understanding and adapting to how this buyer wanted to engage.

Week-By-Week Timeline

| Timeline | Milestone |
|-----------|---|
| Weeks 1-2 | Previously unresponsive CIO begins engaging with experience-led brand content for the first time. |
| Week 3 | Qualified by Think ABM; passed to the client sales team with a full psychographic briefing |
| Week 4 | Validated as a sales-qualified pipeline by the client sales team |
| Week 6 | Reached Sales Stage 4 – the final stage before close (typical timeline: 3 months) |

Why It Worked?

01 Early Influence Advantage

Sales Nitro™ detected in-market intent signals during the critical research phase when preferences are formed, not after.

02 Psychological Alignment

InsightsIQ™ demonstrated that buying style is as important as buying intent. Identical accounts respond differently depending on cognitive preference and decision style.

03 Controlled Sales Timing

Engagement thresholds ensured sales entered conversations at exactly the right moment, improving receptivity and eliminating friction from premature outreach.

04 Strategic Scalability

Beyond pilot performance, the client expanded engagement across additional business units and service portfolios, validating the scalability and cross-functional relevance.

The Think ABM Difference

Most ABM platforms tell you who is in-market.

Think ABM tells you who will convert – and exactly how to reach them.

In competitive enterprise technology markets, knowing who is in-market is no longer enough. Understanding how buyers think, when to engage, and what form engagement should take materially changes pipeline performance.

Through the combination of Sales Nitro™ intent intelligence, InsightsIQ™ behavioural analysis, and buyer-journey-aligned activation, Think ABM helps enterprises move from reactive demand capture to proactive demand influence.

Shorter sales cycles. Higher win rates. A pipeline that actually closes.



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Humanize your ABM campaigns. Drive pipeline growth.