

From Leads to Pipeline

How Think ABM turned **qualified opportunities** into a **\$ 500K–\$1.5 M potential pipeline** for a global Business Spend Management leader.



125 sales-ready opportunities.
99.2% MQL acceptance.
\$500K–\$1.5M in potential pipeline.



Executive Summary

A global Business Spend Management (BSM) software provider partnered with Think ABM to improve lead quality across a defined list of enterprise target accounts. The objective wasn't to maximise lead volume; it was to generate sales-ready opportunities that met strict qualification criteria and could move into the pipeline quickly.

Think ABM designed a qualification-first account-based marketing programme that combined buying committee engagement, multi-touch campaigns, human qualification, BANT validation, and seamless Salesforce integration.

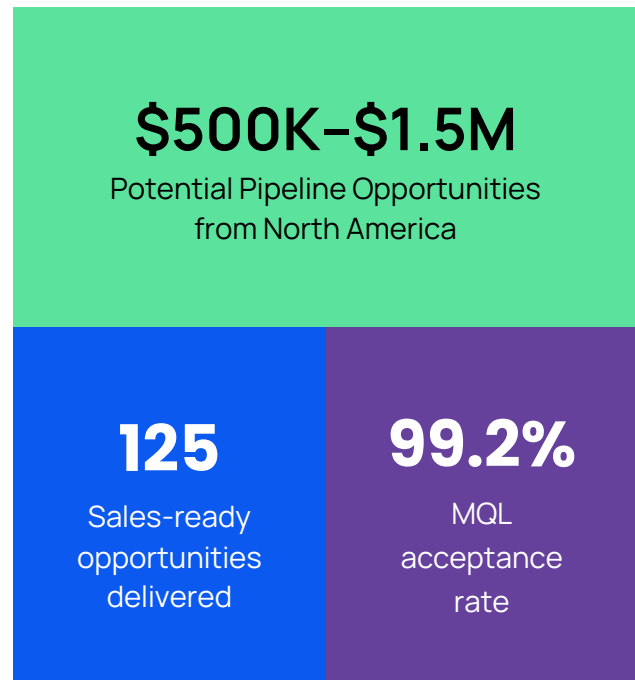
The result was a programme that delivered 125 sales-ready opportunities, achieved 99.2% MQL acceptance, and generated pipeline almost immediately after lead delivery.

About The Client

The customer is a global provider of Business Spend Management software that helps enterprise organisations streamline procurement, finance, accounts payable, supplier management, and supply chain operations.

Its platform enables organisations to gain greater visibility into spend, improve operational efficiency, strengthen supplier relationships, and optimise financial performance across complex global environments.

Results At a Glance



The Challenge

Like many enterprise software companies, the client had moved beyond measuring marketing success through lead volume.

The focus had shifted to a more important question:
Which opportunities are genuinely ready for Sales?

Previous programs generated contacts, but many required significant additional qualification before Sales could engage confidently. This slowed pipeline progression and created unnecessary friction between Marketing and Sales.

The client wanted a programme that would:

- Engage high-value enterprise accounts
- Reach multiple members of the buying committee
- Deliver only qualified opportunities
- Integrate seamlessly with Salesforce
- Enable immediate sales follow-up
- Demonstrate measurable pipeline impact

Success would ultimately be measured by opportunity quality, sales acceptance, and pipeline creation rather than marketing activity.

Think ABM Strategy

Think ABM approached the engagement as an opportunity-qualification programme rather than a conventional lead-generation campaign.

The strategy combined buyer intelligence, structured qualification, and operational alignment to ensure every opportunity delivered to Sales was actionable.

01 Buying Committee Engagement

Enterprise software purchases rarely involve a single decision-maker.

Think ABM identified and engaged multiple stakeholders across target accounts, ensuring outreach reflected the complexity of modern buying committee rather than relying on individual contacts.

This increased engagement quality while creating broader organisational engagement for the client's solution.

02 Multi-Touch Account-Based Engagement

Prospects were nurtured through a coordinated series of personalised touchpoints designed to educate, validate interest, and progressively qualify opportunities.

The programme combined targeted messaging, relevant content, and consistent follow-up to build buyer engagement throughout the decision-making journey.

Rather than measuring campaign success through clicks or downloads, every interaction was designed to move prospects closer to sales readiness.

03 Human Qualification

Automation identified engagement signals. Human analysts validated genuine buying intent.

Every prospective opportunity underwent manual verification to confirm genuine interest, organisational fit, and engagement quality before progressing further.

This additional validation layer significantly improved confidence in every delivered lead.

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BANT Qualification

Think ABM extended qualification beyond initial engagement by validating:

- Budget
- Authority
- Need
- Timeline

Only opportunities meeting the agreed qualification criteria progressed into the client's CRM. This ensured Sales teams received opportunities that were both relevant and actionable.

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CRM and Sales Integration

Before programme launch, Think ABM worked closely with the client's Marketing Operations, IT, and Sales teams to optimise Salesforce workflows. Qualified opportunities were automatically routed, prioritised, and surfaced to the appropriate sales representatives.

Because workflows had been aligned before launch, Sales could engage prospects while buying intent remained high.

The Results

METRIC	OUTCOME
Sales-ready opportunities delivered	125
MQL acceptance rate	99.2%
Potential pipeline generated	\$500K-\$1.5M
Lead quality	Human-qualified, BANT-validated, CRM-ready
Campaign region	North America

Beyond the Metrics

The results extended beyond campaign performance.

Sales-Ready Opportunities

Every opportunity delivered met the agreed qualification criteria before entering the sales process. Sales spent less time validating leads and more time progressing conversations.

Marketing and Sales Alignment

Achieving 99.2% MQL acceptance demonstrated complete alignment between Marketing and Sales on what constituted a qualified opportunity. Lead quality became a shared success metric rather than a source of friction.

Faster Pipeline Creation

The programme generated new sales opportunities almost immediately after qualified leads were delivered. This early success validated both the qualification process and the operational workflow established before launch.

Faster Sales Execution

Because Salesforce workflows had been configured in advance, qualified opportunities entered the sales process automatically. Sales representatives could respond quickly while buyer interest remained high.

Business Impact

The programme demonstrated how combining buyer intelligence with operational excellence can significantly improve pipeline performance.

Key business outcomes included:

- Higher-quality sales opportunities
- Strong alignment between Marketing and Sales
- Reduced qualification effort for Sales
- Faster response to buyer interest
- Immediate pipeline generation
- A scalable framework for future ABM programmes

Rather than simply delivering leads, Think ABM helped the client build a repeatable model for creating a sales-ready pipeline.

The Think ABM Difference

Traditional lead generation focuses on quantity. Think ABM focuses on buyer readiness.

By combining buyer intelligence, human qualification, structured validation, and seamless sales integration, Think ABM helps enterprise organisations transform marketing engagement into a qualified pipeline.

Whether through Sales Nitro™, InsightsIQ™, or BANTIQ, every programme is designed to help revenue teams identify, qualify, and engage the right buyers with greater precision.



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Psychological precision. Better conversations.