



Case Study: Look-Alike Data Targeting

Overview

A Global Cloud Services provider approached us looking for a content syndication program generating MQL's across EMEA. They were working with a Target Account List (TAL) and when finalising the budget and volume for the campaign we found that the TAL wouldn't provide enough data to hit their lead targets. We offered our service of a 'Look-Alikes' strategy to increase the amount of data available.

The Campaign

They had already utilised the ABM list in previous campaigns, meaning the available data had diminished, leaving too few records to make a viable campaign in line with their expectations.

They needed to re-evaluate the campaign and either increase the size of their ABM list or open it up to other criteria.

We consulted with them and suggested another idea that bridged the two options. By employing our 'Look-Alike' strategy they would be able to increase the available data to them without deviating too far from the companies they had already agreed upon in their ABM list.

The Problem

Their ABM list consisted of 5k records, and they wanted to run a campaign across EMEA with a target of 1k leads, split evenly over a three-month period.

Unfortunately, after eliminating the companies that they had recently engaged with from their TAL, the final number of records dwindled to only 3k – creating a problem around guaranteeing delivery of 1k leads.

We suggested we run our bespoke 'Look-Alike' strategy to expand their TAL and ensure we would reach their target.

~~$5000 - 2000 = 3000$~~

~~$20\% \text{ of } 3000 = 600 \text{ leads}$~~

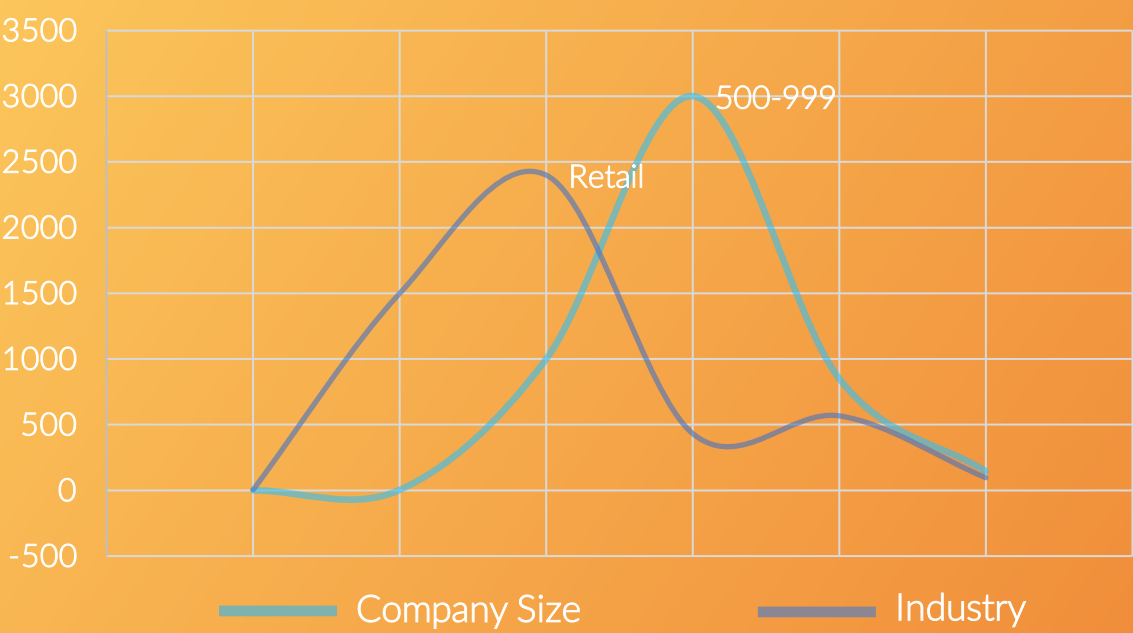
$3000 \text{ TAL} + 2000 \text{ Look-alikes} = 5000$

$20\% \text{ of } 5000 = 1000 \text{ leads}$

The Solution

The Content Syndication Manager for the Cloud Service provider had been to several competitors before approaching us and as no one had been able to guarantee the volume they needed they were open to solutions to increase the total MQL's and get the campaign approved. We then ran their current ABM list against our database and analysed the types of companies by significant markers, such as SIC Code, Industries, and Company size. We then extrapolated the most frequent results, and this formed the bases of the criteria we used to increase their ABM list.

Target Account List Trends



The Implementation

With these extrapolated results we could then confidently quote the volumes they needed, and the customer was satisfied that the new ABM list would be appropriate for their current and future needs. We then began the campaign, targeting specific job titles within the new ABM list, focusing on Cloud Architects, Infrastructure, and IT Directors.



“Perfect Lead Generation came to us with solutions not problems and helped us find a way to hit our quarterly targets.”

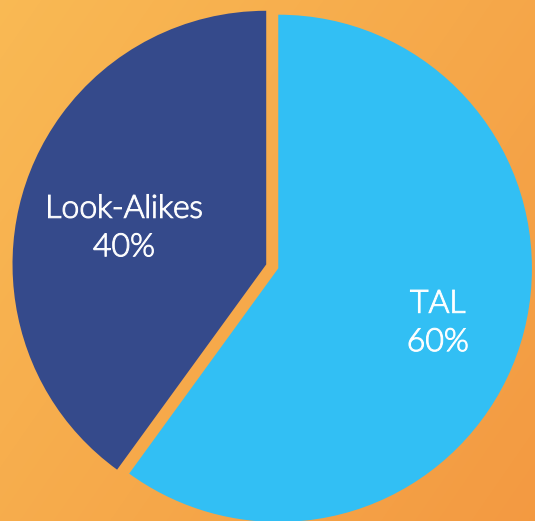
The Results

The campaign was scheduled to run for one quarter with twice weekly reporting and strict pacing requirements.

The full volume was delivered on time and within pacing and under further analysis 40% of the leads originated from the 'Look-Alikes' list and 60% from the original ABM list.

The client was very happy with the timely delivery and the quality of the leads and has since repeated the booking with increased volume for Q1 in 2022.

Leads Delivered



If you would like to achieve more from your current ABM campaigns and explore a Look-Alike strategy, please contact Perfect Lead Generation for more information.

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