



UNBOUND B2B

CASE STUDY

Unlocked Client's Pipeline and Doubled the Reach with ABM Content Syndication Campaign



CAMPAIGN SPECIFICATIONS



Campaign Type

MQL



Methodology

Content Syndication (ABM)



Target Audience

CEO, COO, CTO, VP, VP (Operations), VP (IT), Director, Director (IT), Director (Operations), Operations Manager, IT Manager



Target Location

US, Canada, EMEA



Target Industry

Healthcare



Target Size

250 - 2000

ABOUT THE CLIENT

The client is a healthcare-based SaaS company. The client provides a platform for payers, providers and other intermediaries to store complex, hierarchical provider data and transform it to meet the needs of others. It also helps to automate the manual, error-prone processes in revenue cycle tasks and data exchange



THE CHALLENGE

The client was planning to increase product awareness and better penetration in the global market.

Prior to UnboundB2B, the client ran ABM campaigns across content syndication and social media with multiple ABM vendors. But the client continuously faced limitations with the ABM efforts in terms of real-time access, global capabilities, and overall platform functionality to key performance metrics across all of its channels and for all of its target accounts. This made running effective ABM campaigns difficult and inefficient.

The client turned to UnboundB2B to solve their challenges. The client chose UnboundB2B for the unified multi-channel reporting and effective global ABM solutions.

HIGHLIGHTS

- Created opportunities for the client to engage with the new sets of target buyers.
- Prepared target account list that was likely to convert based on the client specifications.
- Targeted prospects with hyper-personalized campaigns using a multi-channel approach.



7516
Total Leads
Generated



319%
Increase
in ROI



UNBOUNDB2B'S SOLUTION

UnboundB2B worked closely with the client to build a target account list comprising the different stages of the buyer's journey, in order to engage with every prospect across all of their channels.

The client used **UnboundB2B's Content Syndication Network** to accelerate accounts through the buyer's journey with ABM campaigns. As accounts progressed through the funnel, continuous and personalised messages were used.

Unbound B2B designed the highly converting landing pages that hooked the visitors and increased the downloads.

A 3-Step Guide to Insurance Transformation

The insurance industry is operating in an age of radical disruption. Traditional insurers are no longer safe with insurtechs challenging incumbents to rethink their business and operating models.

This mass disruption creates increased pressure on IT to deliver intrinsic business value, including new services, customer touchpoints, and experiences. Successful insurance transformation requires rethinking the traditional IT operating model to allow IT to focus on creating reusable assets that empower lines of business.

In this ebook we take a look at:

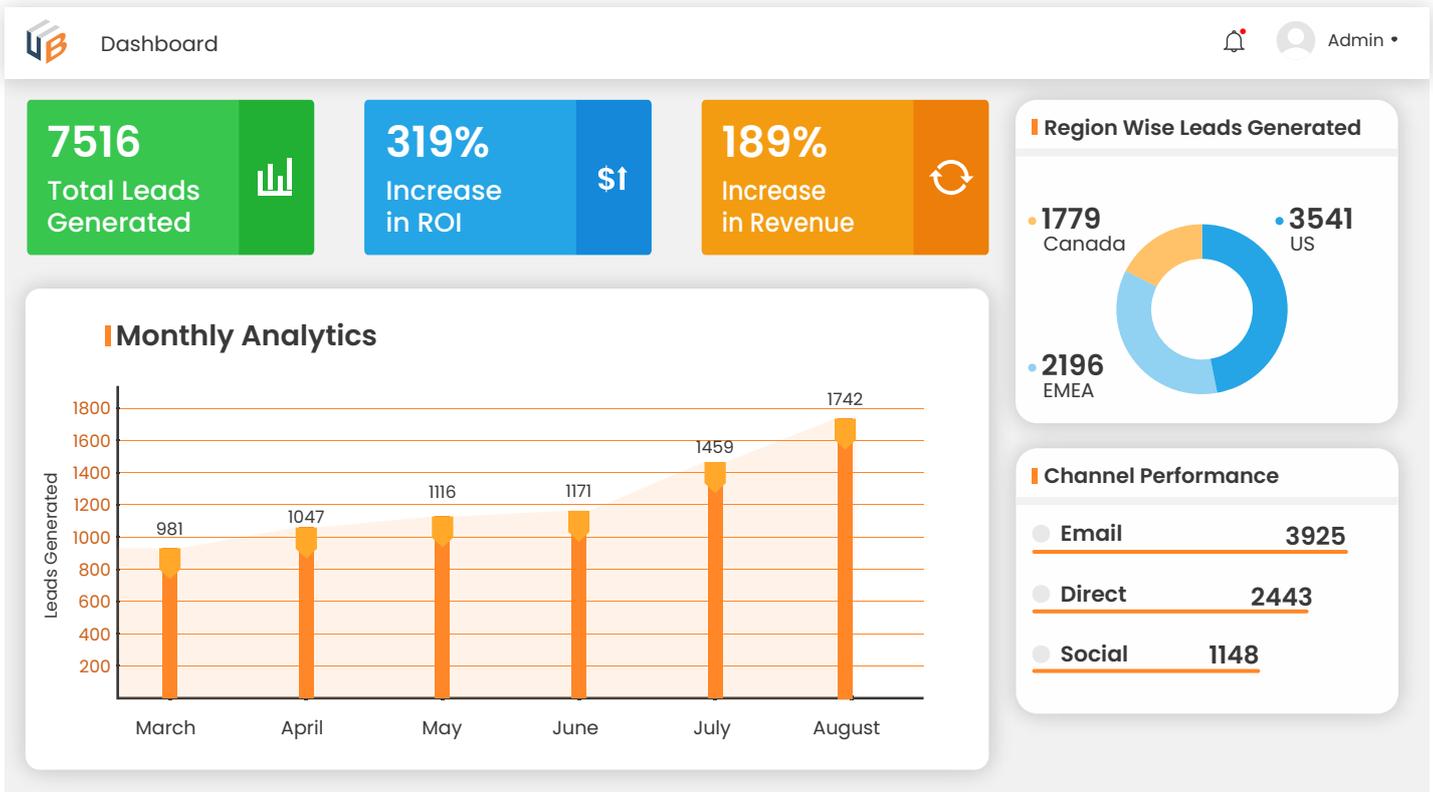
- Why insurance transformation ?
- The challenge of transformation
- 3-steps to insurance transformation

The image is a screenshot of a 'Download eBook' form. It contains several input fields: 'First name', 'Last name', 'Email', 'Phone Number', 'Company Name', 'Employee Size' (with a dropdown arrow), 'Job Title', 'Industry' (with a dropdown arrow), 'Zipcode', and 'Country'. A prominent orange 'SUBMIT' button is located at the bottom right of the form.

With UnboundB2B's Predictive analysis tool, the client leveraged firmographic and technographic data to build personalised triggers. These triggers automatically sent personalised messages to accounts as they move across the buyer's journey. This helped in increased engagement, better conversion and increased ROI.

The qualified leads from these channels were pushed into the client's CRM in real-time, which helped the client's sales team to nurture the leads at the right time.

RESULT



- UnboundB2B helped to accelerate the leads through the buyer's journey and influenced pipeline growth.
- UnboundB2B helped to leverage the client's ABM programme and created a highly targeted account list.
- UnboundB2B generated 7516 quality leads and increased the client's ROI by 319% and revenue by 189%.

ABOUT UNBOUNDB2B

UnboundB2B is a Lead Generation company that provides end-to-end sales enablement services from Database Management to Appointment Setting.

Let's Connect