



Presented by:
Glenn Munlawin

Major Resort Park Affiliates x ABM Review





Evolution of a campaign

**“Rome was
not built in
one day.”**

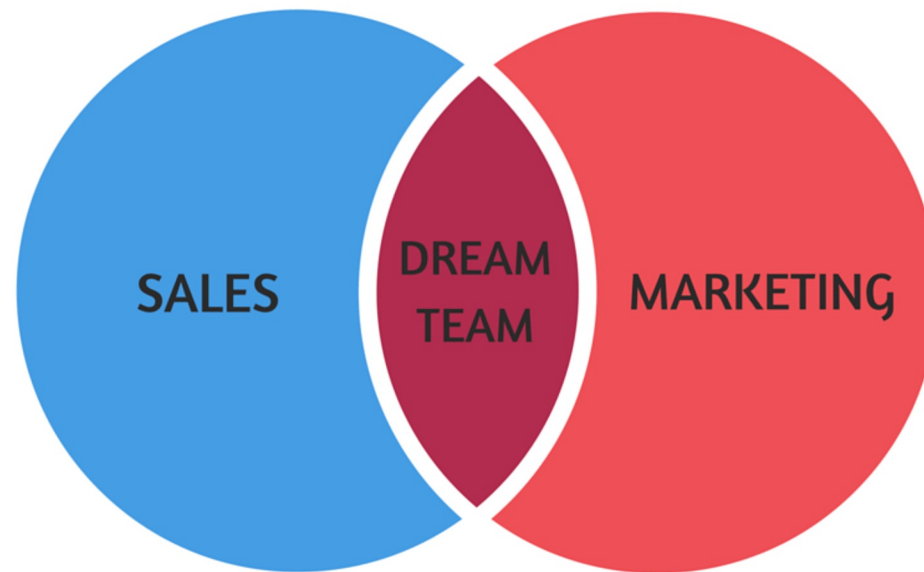
- John Heywood

Taking John Heywood’s quote and revising it to, *“Rome Wasn’t Built in a Day, But They Were Laying Bricks Every Hour, Every Day, Every Week,”* our ABM campaigns cannot be built in one day. Instead, we are starting by walking, crawling, running...and eventually flying!



What is ABM?

Account-Based Marketing is a focused growth strategy in which Marketing and Sales collaborate to create personalized buying experiences for a mutually-identified set of high value accounts.



What do the experts say?

- 70% increase in the number of opportunities created via ABM (Gartner).
- 87% of B2B marketers surveyed by ITSMA reported that their ABM initiatives outperform their other marketing investments in terms of ROI.
- 91% of companies using ABM increase their average deal size, with 25% reporting an increase of +50% (SiriusDecisions).

ABM in a car buying process (Buyer's Journey)

Awareness:

- Internal evaluation on if a car is needed
- Starts initial research on the car market
- Asking questions to determine why a need for a new car is there (i.e. pain or fear)
- Establishes a ballpark budget for new car



Marketing

Consideration:

- Researching cars and looking for answers in available markets
- Narrowing down car needs:
 - SUV vs Sedan
 - Gas vs Electric



Marketing->SDR

Purchase:

- On the car lot and ready to evaluate cars
- Planning to purchase: have a timeline and a budget
- Engaged with sales



SDR->AE

Decision:

- Has identified the car that would be the most suitable for their needs
- Looking for the best offer
- Starting to flush out a final decision



SDR

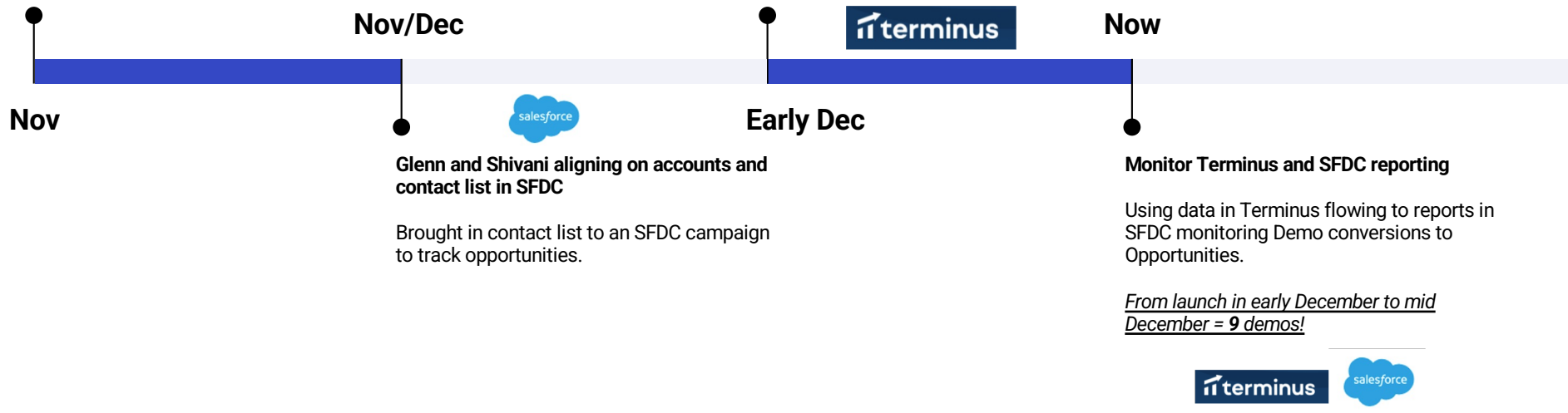
Cloudinary's ABM evolution

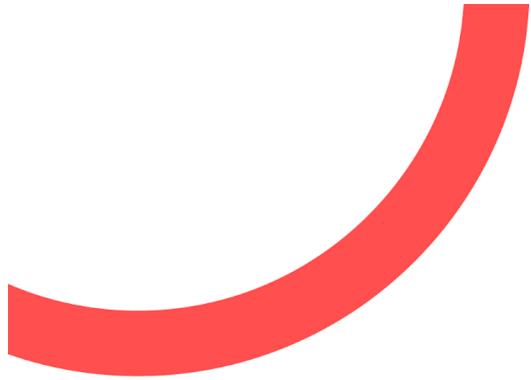
Demand Gen and Sales planning

Sales ABM Resort Park affiliates contact list kick off to Demand Gen.

Sync'd SFDC campaign to Terminus platform

Ensured Tal's work was successful in the synchronization of our target accounts to the Terminus platform equaling 24 matched accounts.





How did we find the audience?

Matching contact list in SFDC to create a campaign

Contacts ABM Sync

50+ items • Sorted by Account Name • Filtered by All contacts • Account Name, Title • Updated a minute ago

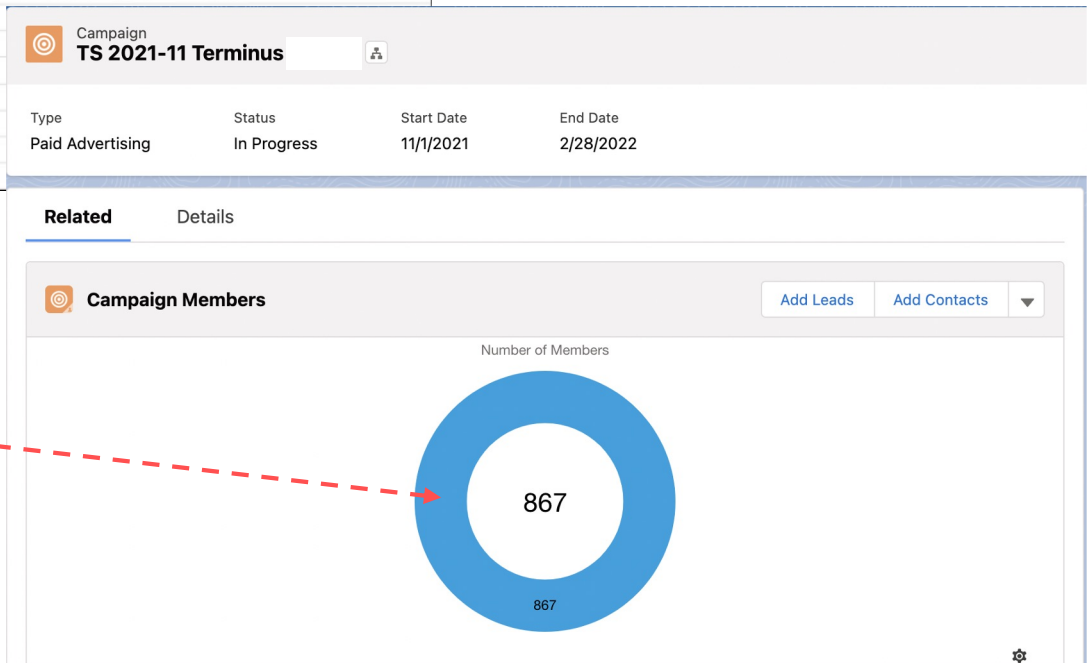
Search this list...

	Name	Account Name	Phone	Email	Title	Con
1					Director, Digital Media	shiv
2					Vice President, Affiliate Relations & Marketing	tere
3					Vice President, Marketing	tere
4					Vice President, Marketing & Production	shiv
5					Network Communications Vice President, Media Relations	tere
6					Executive Director, Integrated Marketing	tere
7						
8						
9						
10						
11						
12						
13						

Resort Park Affiliates

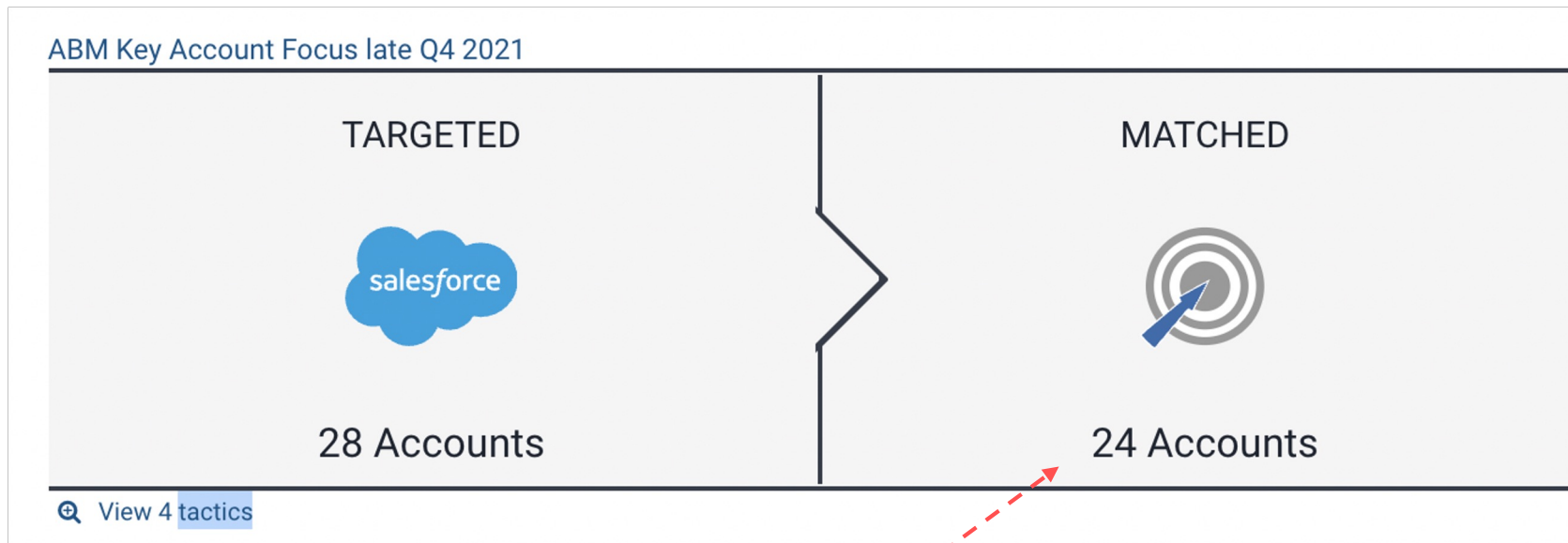
Filters:

- Account Owner
- Account Name
- Account Record Type: Account



Total contacts in SFDC campaign = 867

Total accounts in SFDC matched to ABM



28 accounts in SFDC matched to 24 accounts in Terminus - eliminating duplicates



What happened after launch?

One campaign - four tactics

Four Tactics

- User Generated Content
- Photoshoot to Web
- Personalization
- Video

Definitions:

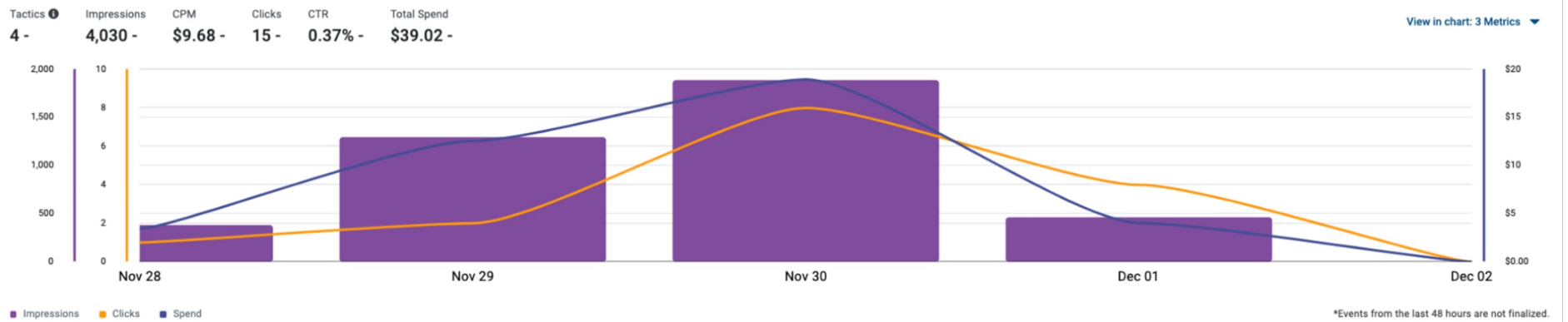
- **Matches** = number of Resort Park accounts in SFDC matched to ABM
- **Reach** = # of people ad was shown
- **Impressions/Clicks** = # of times ad was shown and clicked

As the campaign progresses, creatives will change, and reach, impressions, and clicks will increase.

Weekly Demand Gen/SDR meetings aligned to priority accounts and contacts for outreach.



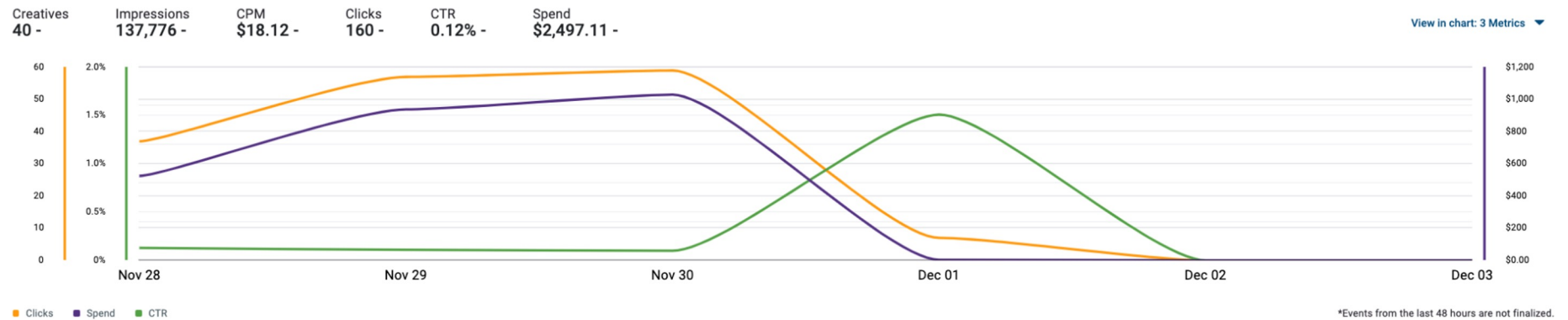
First impressions tell a story - The audience likes video



Tactic	Type	Impressions	CPM	Clicks ↓	CTR	Spend
ABM Key Account Focus late Q4 2021 video	Display	748	\$9.74	6	0.80%	\$7.28
ABM Key Account Focus late Q4 2021 personalization	Display	1,009	\$9.86	4	0.40%	\$9.95
ABM Key Account Focus late Q4 2021 UGC	Display	1,076	\$9.71	3	0.28%	\$10.44
ABM Key Account Focus late Q4 2021 P2Wel	Display	1,197	\$9.48	2	0.17%	\$11.34

Aggregate tactics show video is being noticed!

Ad with the most clicks = video



Q 40 Creatives

Creative Name	Channel	Format	Impressions	CPM	Clicks ↓	CTR	Spend
 video_short_300x250_ad03.jpg	Web	Static Image	9,275	\$16.14	17	0.18%	\$149.70
 video_short_300x250_ad04.jpg	Web	Static Image	6,964	\$16.09	14	0.20%	\$112.05
 video_short_300x600_ad04.jpg	Web	Static Image	10,406	\$25.58	12	0.12%	\$266.21
 video_short_300x250_ad02.jpg	Web	Static Image	12,702	\$16.18	9	0.07%	\$205.54
 video_short_300x250_ad01.jpg	Web	Static Image					\$174.39

Aggregate creative shows video ads had the most clicks



Did our efforts work?

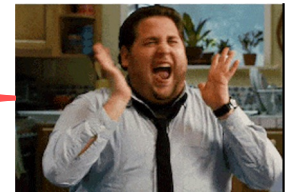
Yes....but



ordinary

For now - accounts that have seen our ads = proofpoint

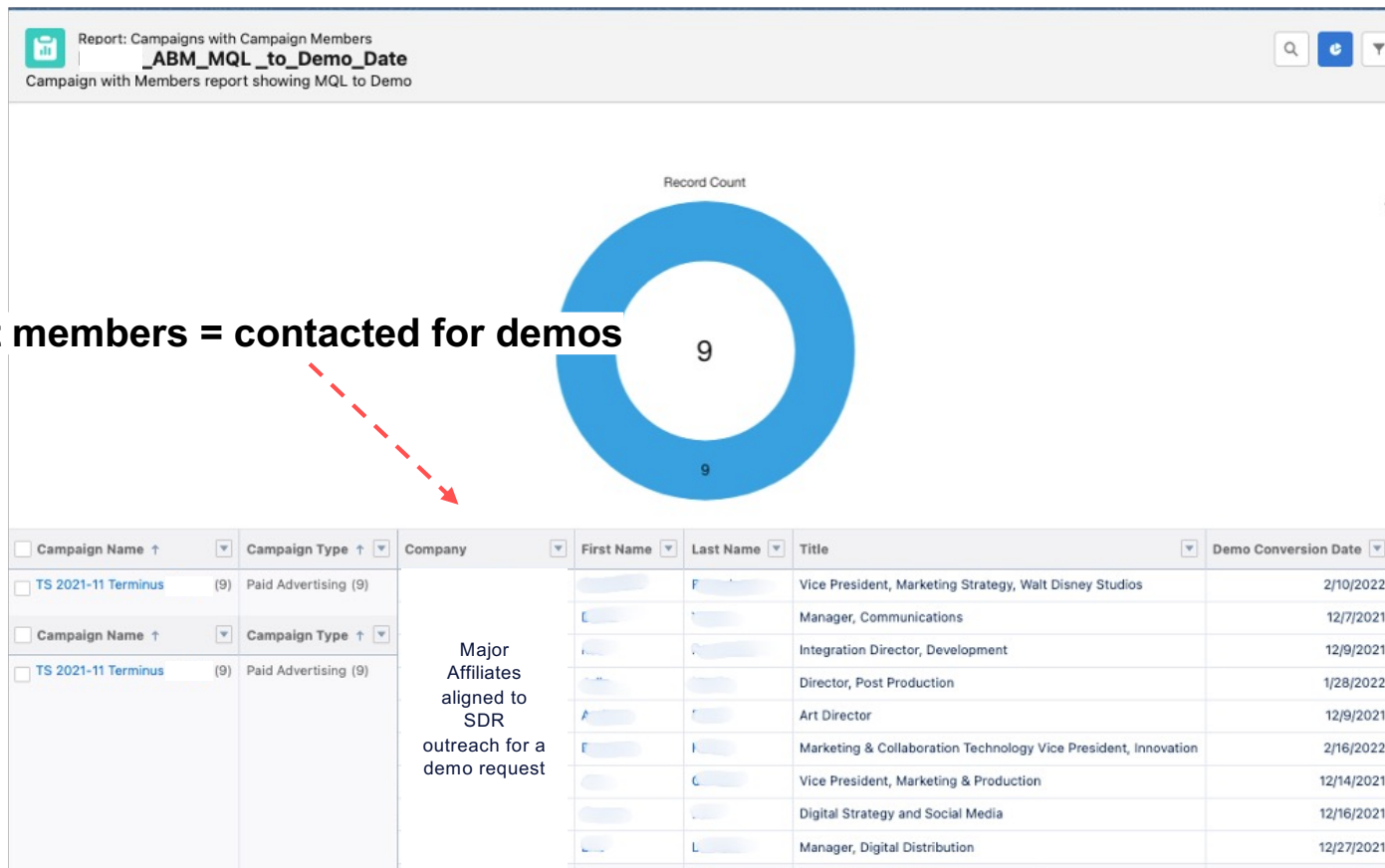
Account	Impressions	Clicks
Major Affiliates aligned to SDR outreach for a demo request	3,055	8
	2,525	7
	1,351	3
	142	2
	220	2
	418	2
	178	1
	243	1
	36	0
	11	0
	12	0
	6	0
	9	0
	9	0
	32	0
	101	0
	40	0
	12	0
	92	0
	32	0
	26	0
	0	0
	3	0
	33	0

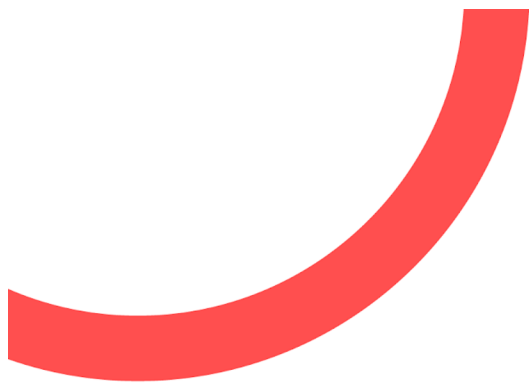


*Example of
marketer
showing
excitement*

Affiliate prospects to demo appointments

Account members = contacted for demos

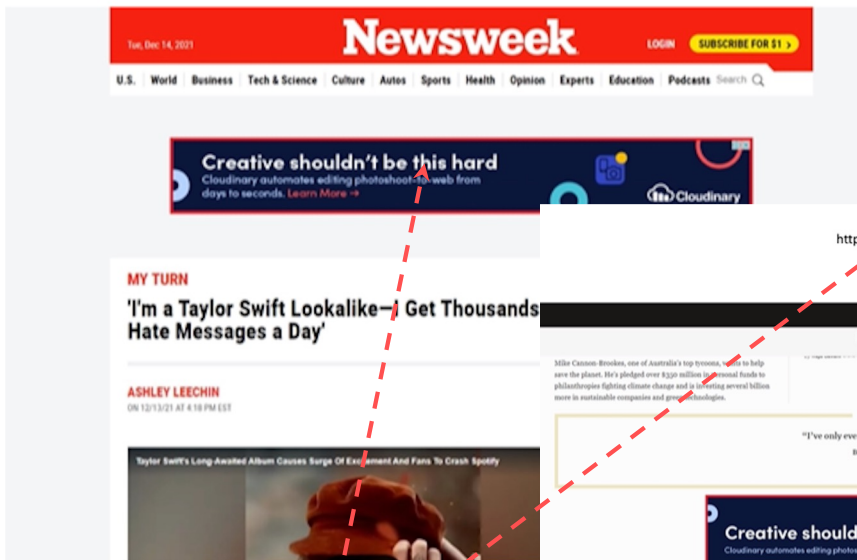




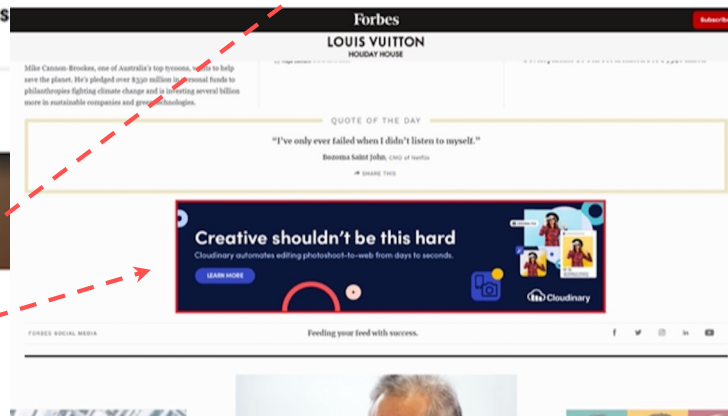
Appendix

Our ads seen in the wild

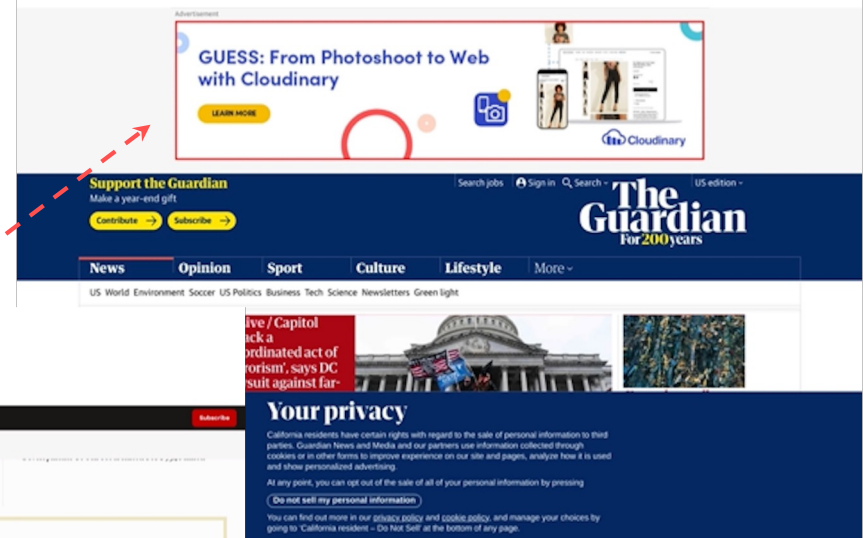
728x90
<https://www.newsweek.com/>
Desktop



970x250
<https://www.forbes.com/>
Desktop



970x250
<https://www.theguardian.com/>
Desktop



See more samples [here](#)



Video creative

Video Ads

- Scroll-stopping video. Create and deliver high quality video experiences with Cloudinary.
- One video - All channels. Store, manage, automate and optimize in a simplified workflow.
- Sizzle your video. From idea to experience - harness Cloudinary's powerful modern platform.
- Need to stream the latest and greatest formats? Deliver pixel-perfect video with Cloudinary.

All direct to LP: https://cloudinary.com/video_api

Key UTM parameters:

`utm_source=terminus&utm_medium=ABM&utm_content=728x90&utm_campaign=ABM_Key_Account_Q4_2021`

**** Updating each 'utm_content' parameter to align with ad unit being served ****

User Generated Content creative

User Generated Content

- Boost authentic user-generated content. Drive brand loyalty with visual assets optimized by Cloudinary.
- Cloudinary, your one-stop shop for optimized user-generated content

All direct to LP: <https://cloudinary.com/solutions/user-generated-content>

Key UTM parameters:

`utm_source=terminus&utm_medium=ABM&utm_content=728x90&utm_campaign=ABM_Key_Account_Q4_2021`

**** Updating each 'utm_content' parameter to align with ad unit being served ****

Photoshoot to Web creative

Photoshoot to Web

- GUESS: From Photoshoot to Web with Cloudinary
- Creative shouldn't be this hard Cloudinary automates editing photoshoot-to-web from days to seconds.

All direct to LP: https://cloudinary.com/solutions/content_velocity

Key UTM parameters:

`utm_source=terminus&utm_medium=ABM&utm_content=728x90&utm_campaign=ABM_Key_Account_Q4_2021`

**** Updating each 'utm_content' parameter to align with ad unit being served ****

Personalization creative

Personalize at Scale

- If you personalize it, they'll be hooked. Bring your brand to life with relevant visual content.
- The power of personalization by Cloudinary. Convert, engage, and deliver highly visual shopping experiences.

All direct to LP: <https://cloudinary.com/solutions/product-customization>

Key UTM parameters:

`utm_source=terminus&utm_medium=ABM&utm_content=728x90&utm_campaign=ABM_Key_Account_Q4_2021`

**** Updating each 'utm_content' parameter to align with ad unit being served ****

Thank You.