



## Using an Account-Based Selling Model to Drive Marketing and Sales Alignment

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- Twitter: @shariajohnston
- Eloqua user since 2006
- E9, migrated to E10 Oct, 2012

# Demandbase

- Demandbase provides B2B targeting and personalization.
- Our Marketing Power Tools: Eloqua 10, Demandbase, SFDC, Google Analytics
- Account-Based Selling Model
- Strong believers in buyer 2.0



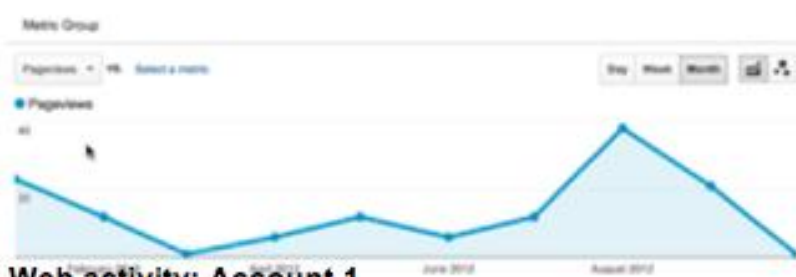
# Marketing and Sales Alignment



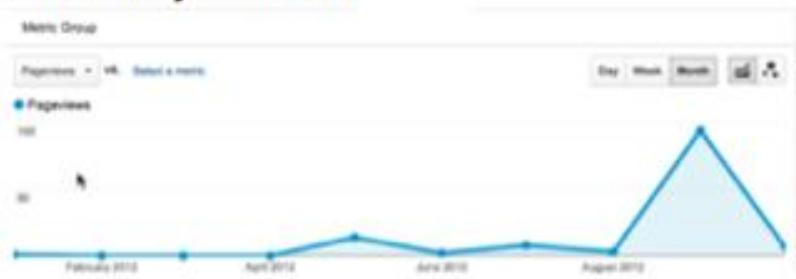
*Website Engagement Is the Single Biggest Predictor of Buying Intent*

-CI Insights

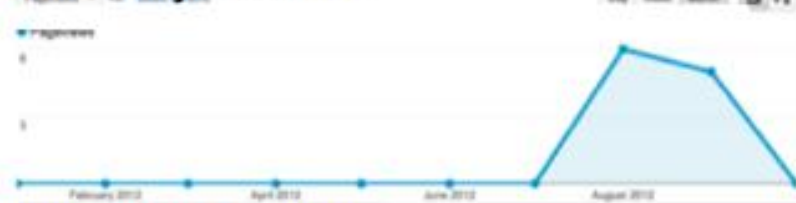
# Sample of Accounts that closed Q32012



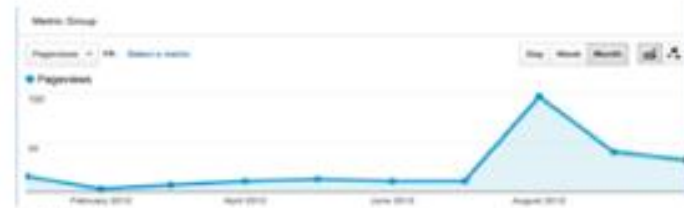
Web activity: Account 1



Web activity: Account 2



Web activity: Account 3



Web activity: Account 4



Web activity: Account 5



Web activity: Account 6

Account web activity spikes corresponded to purchase dates.



# What about unknown visitors?

*Silent Majority* refers to the 95%+ of contacts who engage with our website, never convert to a “known” contact, and subsequently, are not marketable.

# Engaging with the silent majority

## HotList report

**Outstanding!**  
Your Demandbase-enabled pages engaged 91 unique companies yesterday!



We've ranked these companies by their level of engagement with pages enabled with your Demandbase API key  
**Production\_Analytics**

RANK	TOP 25 COMPANIES	LOCATION	REVENUE
01	 Demandbase •	San Francisco, CA	\$\$
02	 Adobe Systems •	San Jose, CA	\$\$\$\$
03	 Return Path •	New York, NY	\$\$
04	 International Data Group •	Framingham, MA	\$\$\$\$
05	 EMC •	Hopkinton, MA	\$\$\$\$\$
06	 Barclays Bank •	Miami, FL	\$\$\$\$\$



*Uncovering*....Account Data



# Building Quality Account Data - Forms

First Name:

Last Name:

Title:

Email:

Company:

- Widgetz (Malibu, CA)
- Widget World (Albany, OR)
- Widget Works (Bismark, ND)
- Widgetry (San Francisco, CA)
- Widget World (Wynne, WA)

**Submit** →

ADDED BY DEMANDBASE	
Account Status:	Target Account
Revenue:	\$500m - \$1B
Employee Count:	734
Industry:	Manufacturing
Industry Specialty:	Fabricated Metal Products
Stock Ticker:	WIDG
Website:	widgetworld.com
Office Location:	123 Main Street Wynne, WA 01234
Phone:	508-555-9876
SIC Code:	7372

# Building Quality Account Data - Uploads

**DEMANDBASE**

### DEMANDBASE CLOUD CONNECTOR

Select which Demandbase query method & fields to return.

**DEMANDBASE QUERY METHOD**

Standard (Email Domain)

**DEMANDBASE FIELDS TO RETURN**

domain domain.hq-sid domain.latitude domain.longitude domain.phone domain.stock-ticker	domain.annual-sales domain.b2b domain.b2c domain.city domain.company-name domain.country domain.country-name domain.demandbase-sid domain.domestichq-sid domain.employee-count domain.employee-range domain.fortbes-2000 domain.fortune-1000 domain.industry domain.marketing-alias domain.primary-sic domain.revenue-range domain.state domain.street-address
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**Cloud Connector Configuration**

Demandbase Company Profile & Refresh Connector for Eloqua

**DEMANDBASE**

### DEMANDBASE CLOUD CONNECTOR

Map Demandbase Fields to your Eloqua Fields

**API Lookup / Query Field** Email Address Domain

**Processing Summary** Db Connector Update

Overwrite any existing data with new Demandbase data

**Demandbase Field - Eloqua Database Field**

<b>domain.annual-sales</b>	Preferred annual sales
<b>domain.b2b</b>	Preferred B2B type
<b>domain.b2c</b>	Preferred B2C type
<b>domain.city</b>	Preferred city

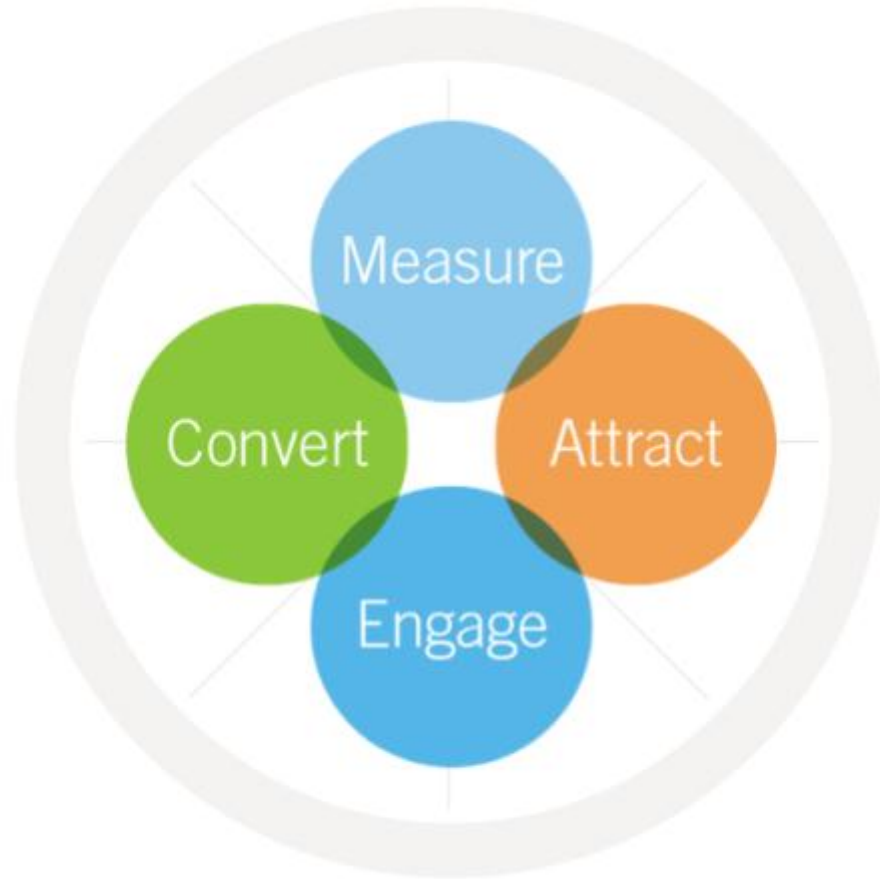


# Results.....

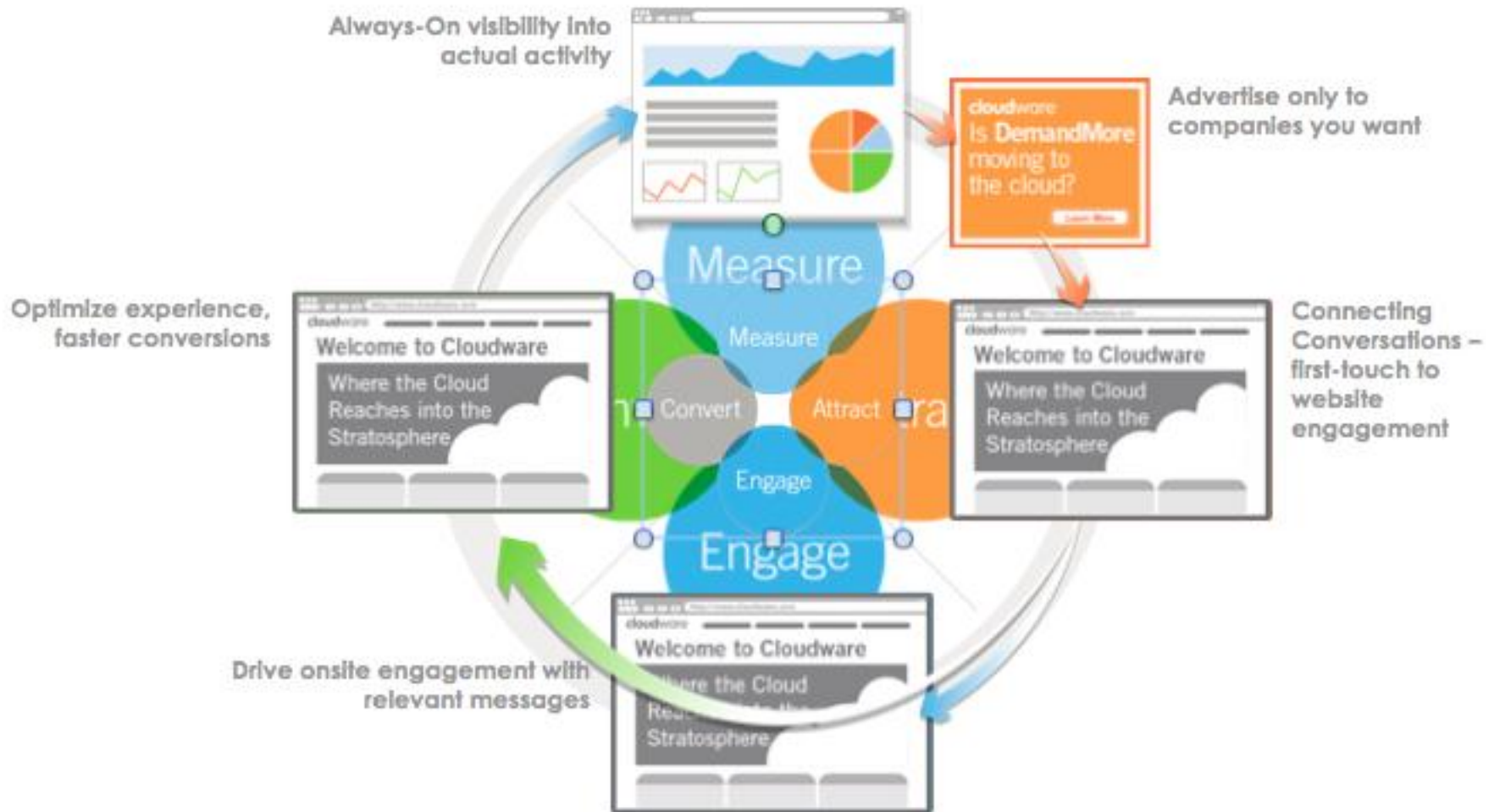
Phase 1 - 145,015 Contacts Completed Connector Program  
127,957 Contacts Successfully Updated

*Almost 90% of contact records updated with account  
data*

# Target Account Marketing Through All Engagements

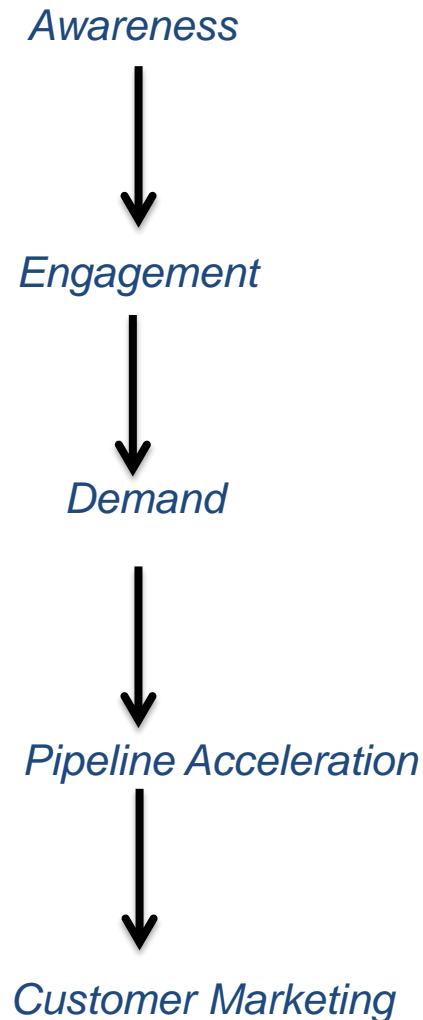


# Target Account Marketing Through All Engagements





# Integrated Campaign – In Action



*“Connecting conversation and building touch points throughout the entire customer lifecycle”*

# Example Campaign: SiriusDecisions 2013



DEMANDBASE

TARGETED,  
RELEVANT,  
CONNECTED  
CONVERSATIONS.

AT EVERY  
BUYING  
STAGE.

Learn more at  
SiriusDecisions  
Summit  
in San Diego,  
May 8-10

HELLO,  
Demandbase!  
SEE HOW WE  
TARGETED YOU >

Awareness



SiriusDecisions 2013  
Conversions  
SUMMIT San Diego May 8  
Marketo  
DEMANDGEN  
DEMANDBASE

BOOFTOP PARTY @ SIRIUSDECISIONS SUMMIT: WEDNESDAY, MAY 8<sup>TH</sup> AT 9 P.M.  
Get the Party Started at Cocktails and  
Conversions!

Join Demandbase to kick things off on opening night of SiriusDecisions Summit 2013!

Demandbase, DemandGen, and Marketo would like to invite you to the exclusive Cocktails and Conversions party on the Ivy Rooftop at the Andaz Hotel San Diego.



RSVP >

What: Cocktails and  
Conversions Party

When: May 8, 2013  
9:00 P.M.

Where: Ivy Rooftop  
Andaz Hotel  
600 F Street  
San Diego, CA  
92101

Engagement



# Example Campaign: SiriusDecisions 2013



*Engagement:* Networking party registration



# Example Campaign: SiriusDecisions 2013



## Onsite > **Demand** Building Activities

- Booth Presence
- Case Study Session
- Networking Reception
- Conversion Analysis Offer

# Example Campaign: SiriusDecisions 2013

*Pipeline Acceleration/Customer  
Engagement*

Executive Briefing Sessions



# Get Started!

- Start with a quick win!
- Create a roadmap and expand
- Questions [sjohnston@demandbase.com](mailto:sjohnston@demandbase.com)