

Predictive ABM Analytics for a Digital Media Solutions Company

HIGHLIGHTS



Understanding
Audience
Demographics



Improving
Decision-Making



Optimizing
Marketing
Campaigns



Nurturing
Target
Accounts

THE CUSTOMER

The customer provides digital media and marketing solutions, globally. Their creative, marketing, and document solutions enable artists and brands to deliver immersive digital experiences.

THE CONTEXT

The customer was finding it challenging to identify prospects and customers engaging with them, as well as the content they were consuming. In addition to this, they were finding it difficult to calculate engagement recency. Furthermore, the customer was unable to effectively track and optimize campaign performance.

THE OBJECTIVE

The objective was threefold. First, to analyze account demographics and firmographics. Second, to get campaign performance insights. Finally, the customer wanted to analyze conversion data by campaign source/medium.

THE SOLUTION

Here's the solution Team Grazitti implemented for the customer:

- Conducted account demographics and firmographic analysis to identify for targeting
- Presented campaign performance insights to enable the targeting of high-performing campaigns
- Enabled the prioritization of accounts to be reached and nurtured
- Conducted demographic conversion analysis by campaign source/medium, as well as high-quality leads generated by channels and campaigns
- Measured ROI and A/B tested campaigns

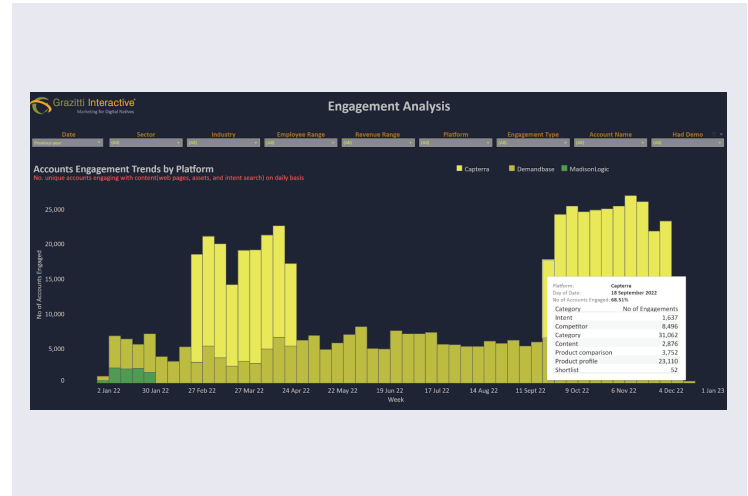
THE OUTCOME

The customer is now able to identify, prioritize and target gaps for account deals, as well as the most engaging accounts. In addition to this, they are now able to prescribe the best next steps to renew deal pipelines on the basis of historical data. Furthermore, the customer is now able to grow existing accounts with actionable insights.

Overall Insights



Engagement Analysis



About Grazitti Interactive

A global digital services provider, we specialize in best-in-class analytics solutions, as well as a range of Alteryx connectors.

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