

# OneLogin Doubles Marketing Campaign Engagement, Drastically Shortens Sales Cycles with Intent Data

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CASE STUDY

leadspace **bombora**



## THE CUSTOMER

OneLogin is the leader in Unified Access Management, enabling organizations to Access the World™.

Businesses of all sizes use OneLogin to secure company data while increasing IT administrator and end users efficiencies. With OneLogin, end-users access both SaaS and on-premises applications with a single secure password and additional authentication factors when appropriate.

## THE CHALLENGES

OneLogin faces 4 core business challenges: rapid growth, a huge target market, the need for quick execution, and aligning Sales and Marketing.

# The Results



**60% improvement**  
in email open rates



**2x** email reply rates



**10% increase**  
of outbound Sales pipeline



**Better quality**  
target accounts for ABM



**Much Faster** sales cycles

## CHALLENGE 01

# Rapid Growth

OneLogin is growing fast, so their databases are becoming larger and harder to manage.



Having a large, growing marketing database is a great “problem” to have. But it means that over time your contacts and account information become less and less accurate.

When you’re in Marketing or Sales your contact database is very important, so that’s not a sustainable situation.”



**David Tam**

Director of Marketing

## CHALLENGE 02

# A Huge Target Market

OneLogin's target market is very broad, so finding, prioritizing and targeting the right prospects is no small feat.



Anybody who needs to use a password to login to an application is a great prospect for us so there's a mountain of opportunity out there.

The real challenge is finding the most *relevant, qualified* opportunities—and that's really hard."



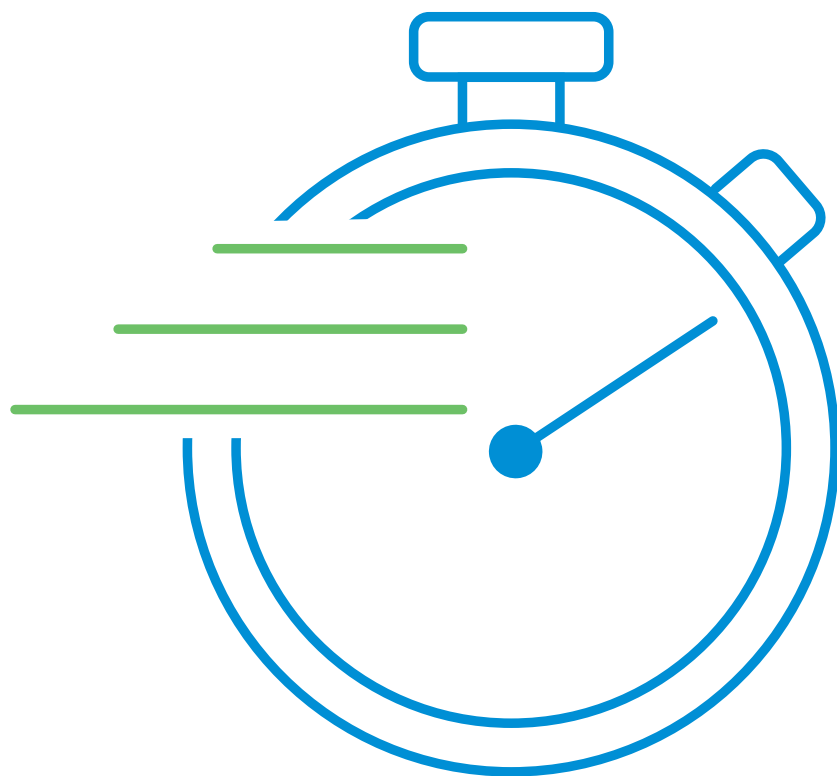
**Stephen Newhauser**  
Senior Manager, Channels



## CHALLENGE 03

# The Need for Speed

OneLogin competes in a highly competitive space, so getting in front of the right prospects before competitors is crucial.



Like all B2B businesses we need to move quickly, outmaneuver the competition and sell to more companies.

To lead in such a vast marketplace we need to execute really well and really fast to get in front of prospects first. To do that we need great people and great technology.”

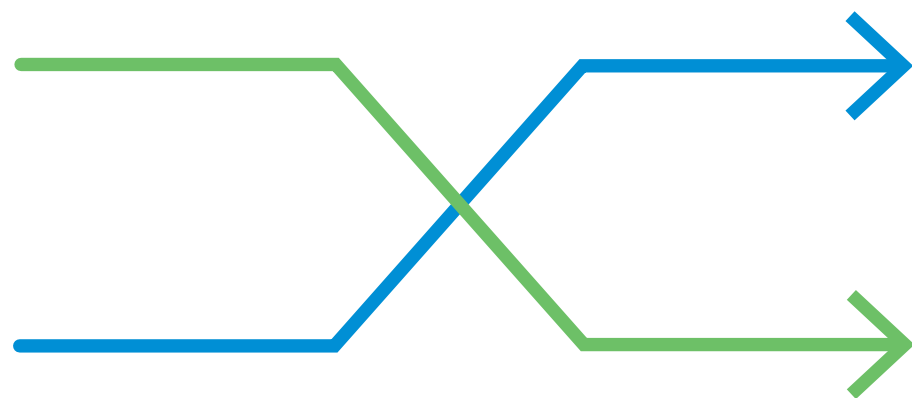
**David Tam**

Director of Marketing

## CHALLENGE 04

# Sales-Marketing Alignment

OneLogin's go-to-market strategy combines inbound, outbound and—increasingly—account-based marketing. This requires close alignment between the Sales, Marketing and Strategic Alliances teams, to achieve a unified message across all channels—from marketing and digital ad campaigns, to sales outreach.



Our biggest success with Leadspace and Bombora is driving Sales-Marketing alignment.

I've never worked anywhere before where we could run a fully-integrated and aligned marketing campaign and sales play, where the messaging matches. Our marketing emails are talking about the same things that our sales reps are talking about. That alone is enough to get brownie points with Sales!"

**David Tam**

Director of Marketing



*We've seen sales cycles drastically decrease. Instead of months of emails and cold calls, now we can get appointments scheduled very quickly with the right partner."*

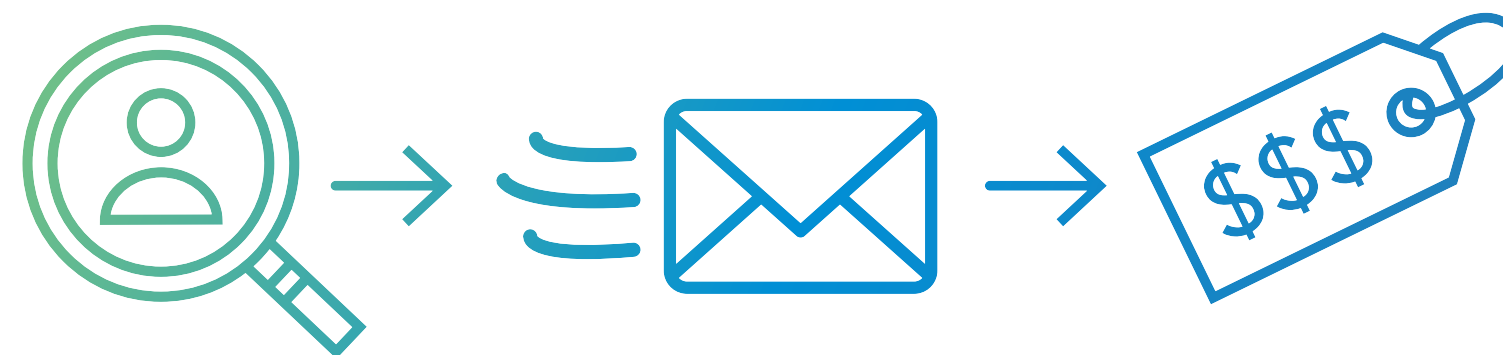
**Stephen Newhauser**  
Senior Manager, Channels

## The Solution

To solve these challenges, OneLogin turned to two industry leaders: Leadspace and Bombora.

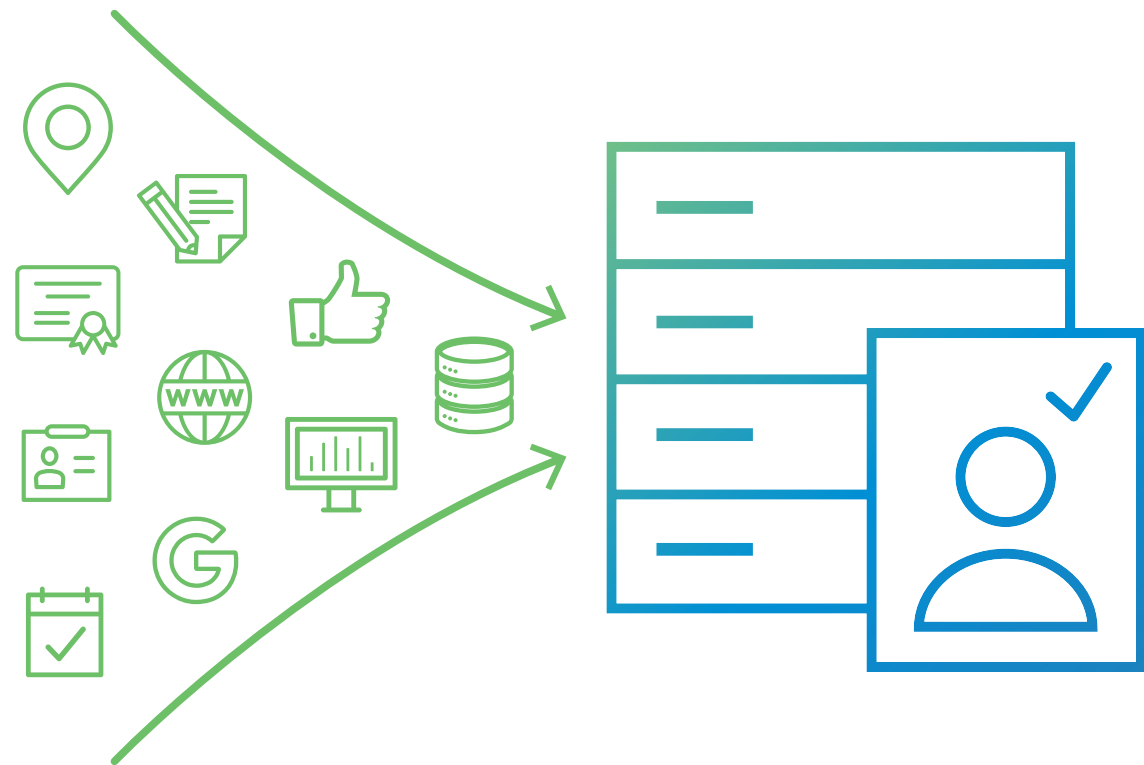
Turnkey integrations to Salesforce, Marketo, Eloqua & HubSpot

By combining Leadspace's B2B Customer Data Platform with Bombora's intent data, OneLogin's Sales, Marketing and Strategic Alliance teams were able to close more valuable deals, more quickly, by identifying their ideal prospects, engaging and moving them through the sales funnel with highly-personalized marketing campaigns, and making sales outreach faster, more efficient and more accurate.



## GETTING TO GRIPS WITH THEIR DATA

OneLogin used Leadspace to enrich and cleanse their Marketing and Sales data in real-time. This keeps their data fresh, accurate and relevant, with over 80 data fields per lead/contact/account record—sourced and verified from over 40 leading data sources—and lead-to-account matching for efficient routing to Sales.



## ACCURATE PRIORITIZATION

OneLogin used Leadspace's Predictive modeling, powered by Artificial Intelligence, to score their accounts by propensity to buy, among other key criteria. Now Sales and Marketing can prioritize effectively—knowing which accounts to route immediately, and which accounts to nurture.



## PERSONALIZED ENGAGEMENT

But having the right accounts isn't enough if you don't know how or when to engage with them. Are they ready to buy yet? Even if they are, which products are they actually interested in? Answering these questions is key to creating truly personalized marketing campaigns and sales engagement.

OneLogin uses Bombora's Company Surge™ to monitor when their prospects are showing interest in key topics that indicate buying intent—for example "IT Transformation" or "Security Breaches". By using Bombora together with Leadspace's Customer Data Platform, every account receives an intent ("Company Surge") score that's updated weekly, so they can gain a real-time insight into which prospects are showing interest in their products.

Prospects receive  
an intent score that's  
updated weekly.

This real-time insight  
allows for personalized  
engagement at *just the  
right moment.*





“Once Leadspace shows us *who* to talk to,  
Bombora tells us what to talk about—what our  
customers or prospects are actually interested in.

Bombora and Leadspace have made my job easier, and my team much more effective. After implementing Leadspace and Bombora, we’ve seen higher quality opportunities and better conversations. And more importantly, we’ve seen bigger average deal sizes because we’re getting into the conversation at the right time with the right people”



**Brian Remington**

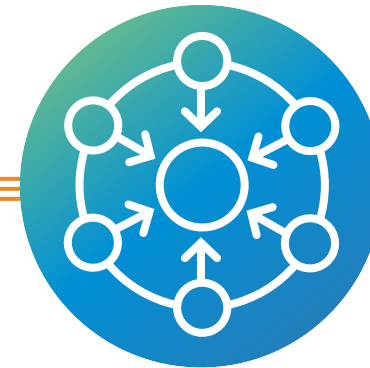
Global Director, Sales Development

# Monitoring Buyer Intent: How It Works



## SIGNALS ARE SENT

Every time you search for something online, visit a webpage, or download a piece of content you are expressing interest in a related topic or set of topics. That trail of online activity is known as “**intent data**” or “**intent signals**.”



## DATA IS COLLECTED

Bombora is the leading provider of B2B intent data, collecting signals on over 4,000 topics across 2.8 million companies to monitor signs of buyer intent. Using Bombora’s Company Surge™ data, Sales and Marketing teams can see which accounts are showing significant interest in topics related to their products or services compared to their historical baseline.





## CONTEXT IS APPLIED

Leadspace provides invaluable context to those signals: unrivaled 3rd-party data coverage combined with AI-powered Predictive and Persona modeling, so you gain a full picture of who exactly those prospects are, how closely they fit your ideal customer profiles/buyer personas, and how likely they are to buy from you.



## PROSPECTS ARE SCORED

Leadspace also provides Company Surge™ scores—powered by Bombora's intent data and updated weekly for a real-time view—to make it easier for Sales and Marketing to monitor their key prospects' buying intent natively inside their CRM and Marketing Automation Platform.



# This Process Helps Businesses To:



**Automate sales outreach,**  
by knowing when prospects  
are showing interest



**Prioritize more effectively,**  
by knowing which prospects are  
in-market for their product



**Identify new prospects** based on  
their interest in relevant topics



**Create truly personalized marketing  
and ad campaigns,** by speaking to  
prospects' current needs



**Enable account-based marketing  
(ABM)** through accurate account  
list-building and engagement





Find out how intent data could help  
you win better deals, more quickly.

REQUEST YOUR FREE DEMO

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