Cloudera uses Intent data to drive hyper-targeted Account-Based Marketing

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Background

Cloudera provides a modern platform for machine learning and analytics optimized for the cloud, which helps global businesses build and deploy AI solutions at scale.

Cloudera identified a set of 2,500 accounts with the potential to deliver a significant return on investment. Cloudera engaged Just Media to help build out an Account-Based Marketing (ABM) program to drive awareness and engagement with these businesses during the sales process.

Challenge

With limited budget for paid media, Cloudera needed to take a scientific approach to prioritizing its target list of accounts.

In order to optimize its spend and campaign outcome, Cloudera also wanted to understand which accounts would be most receptive to its messaging, as well as understand what message would be best to focus on.

Solution

To help Cloudera narrow its focus, Just Media combined Cloudera's account list with Bombora's dataset, to analyze the content consumption of each target account and establish a prioritized ranking for each based on intent signals and interest levels.

out of
2500
accounts in the original list

Hadoop, Big Data, Big Data Analytics, BI, Predictive Analytics, Data Management, Data Management and Data Science

700
were 'in market'

By analyzing the content consumption patterns of the original target account list, Just Media identified that 28% of the original list was 'in market' for content topics most relevant to what Cloudera delivered.

In order to avoid waste for the paid media element of the campaign, Just Media eliminated businesses that were not showing an increase in intent.

Using the data, Just Media also identified the 'hot topics' that the target accounts were most interested in to inform advertising messaging and content offers.

> "Our ABM campaigns *have blown away our executives and sales teams by their performance and immediate impact on our business*. The fact that we have *consistently increased our investment and have proven ROI speak volumes* for the work Just Media has done with Bombora and Demandbase."
>
> Heather Sutherland,
> Marketing Director,
> Cloudera

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Results

Once the list was segmented and topics selected for marketing, Just Media deployed the campaign across multiple channels, including: email, paid social, digital media and, even direct marketing.

Most Productive Channel – Direct Marketing

Demonstrating that online data can be used offline, the most productive channel was the use of a personalized magazine subscriptions which included Cloudera advertising. Generating the following results:

66%
Of targeted accounts that had a lift in monthly on-site engagement.

74%
Of these visitors that viewed more than 16 pages, showing strong engagement and significant sales potential.

Revolutionizing ad-technology and targeting

Creating an unprecedented opportunity to optimize its programmatic campaigns and deliver ongoing data-driven insights and value to Cloudera, Just Media has tagged the ad creative with Bombora's Data Co-op tag.

Proving the case for ABM by delivering measurable ROI

>30
Significant business deals were attributed to the campaign targeting.

This allows them to:

- Identify which of Cloudera's target contacts were reached
- Understand exactly what intent topics the accounts were interested in
- Re-segment this audience by key attributes
- Use these insights to inform other marketing and sales activities stemming from this campaign

For further infortmation, please visit bombora.com/contact or email sales@bombora.com.

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"The use of Bombora data to create segmentation and *allows us to focus the media dollars more effectively is the realization of an evolution in ad technology and the next step in B2B targeting.* No more wasted dollars spent against companies with no interest... now we can be *laser targeted and do a much better job directly supporting the sales efforts of our clients.*"

Dick Reed,
CEO, Just Media

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