

Snowflake wins competitive deal with a high-touch ABM strategy

Snowflake delivers the Data Cloud – a global network where thousands of organizations mobilize data with near-unlimited scale, concurrency, and performance. Inside the Data Cloud, organizations unite their siloed data, easily discover and securely share governed data, and execute diverse analytic workloads. High performance and growth expectations drive Snowflake to continuously optimize its Account-Based Marketing (ABM) strategy to meet its goals.

A personalized and hands-on approach to ABM

For each target account, there's personalized sales outreach, custom content, landing pages and ads targeted at the prospect's interests.

A high-touch ABM strategy such as Snowflake's requires strong account prioritization and coordination. Snowflake uses an account propensity scoring model that calculates account fit based on its ideal customer profile. But fit is only part of the equation.

Major Accounts ABM Manager Kanako Imaizumi identified the need for intent to prioritize high fit accounts with the right value propositions to execute its personalized ABM plan.

Combining Bombora and 6sense to identify purchase stage in-market accounts

Through Imaizumi's orchestration, Snowflake adopted Company Surge® Intent data that now powers its ABM strategy and programmatic campaigns in the US.

Every two weeks, an ABM pod that includes an ABM Manager, Field Marketing Manager, Sales Development Rep (SDR) and Account Executive meets to review an ABM intelligence report. The report provides insight into which of its high propensity accounts are in the purchase buying stage (6sense), and actively researching Snowflake's Intent topics using Bombora's Company Surge® Intent data.

6Sense Buying Stages



“Snowflake needed to scale its ABM approach, and Bombora enabled our team to use Intent-driven insights programmatically to ensure we're communicating the right messages to the right audience.”

Kanako Imaizumi, Major Accounts ABM Manager, Snowflake

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The ABM pod develops a personalized approach to each target account with the corresponding activities and content. Typically, South-Central US ABM Manager Christopher Marshall begins delivering LinkedIn Sponsored ads to the prospect two weeks prior to SDR or sales outreach. He also creates custom ads and marketing content using Bombora's Intent topic insights.



Winning a competitive multi-million-dollar deal

The ABM pod identified a target account that showed a significant increase in research activity for several Intent topics. Through coordinated marketing and sales outreach, the prospect engaged with the Account Executive even though he was halfway through a proof-of-concept with one of Snowflake's biggest competitors.



In only three months, the Snowflake team closed the deal with significant opportunities to expand.

The next wave of Snowflake's Intent data journey

The success of Snowflake's ABM approach has prompted Imaizumi's recent move to Amsterdam to replicate the program in EMEA.

"The sales team gets excited by Bombora because it helps them hyper-personalize their messages to the prospect's interest. I'm thrilled to bring Bombora's Company Surge® Intent data to our global teams so they can start seeing the same success we've seen in the US," said Kanako Imaizumi, now EMEA ABM Manager at Snowflake.

"With Bombora, we're able to know the why and when to go after an account. It's become critical to every salesperson at Snowflake, and this deal validates that. We were so excited with this recent win that we shared it at our Sales Kick-off to get everyone revved up on using the data."

Christopher Marshall,
ABM Manager, Snowflake

For further information please contact sales@bombora.com

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