Unity sees instant results integrating Company Surge® Intent data across their marketing and sales processes

Unity is the world's leading platform for real-time content creation, providing software solutions to both create and operate interactive, 2D and 3D content for various industries and applications — from gaming to digital twins.

Challenge

Unity is already the largest platform for creating 2D and 3D content in the gaming market, but it was looking to make a splash in the quickly growing digital twin space.

> A **digital twin** is a dynamic virtual copy of a physical asset, process, system, or environment that looks like and behaves identically to its real-world counterpart.

"Some of the challenges we were experiencing were low MQL-to-opportunity conversion rates and lack of account-based intelligence (beyond qualitative information from sales). We also wanted to improve our cross-sell opportunities to grow revenue within our existing customers," cited Carmen Goldstein, Unity's director of growth marketing campaigns. "Our company is undoubtedly in the growth stage, so we have very aggressive pipeline goals."

Some of the questions Unity's marketing and sales teams were struggling with included:

Are we generating the right leads?

Are these leads turning into MQLs?

Are these MQLs turning into opportunities?

"Our goals are very much tied to the goals of the business," noted Goldstein.

The Unity team understood the needs of their game development customers, but since the digital twin industry was so new, there were many variables across their potential customers — from different maturity levels to diverse industries and use cases. Unity's team needed more insight into their customers' development lifecycles and topics of interest to market to them effectively.

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Carmen Goldstein,
Director of Growth Marketing Campaigns, Unity

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Solution

To kick off their Intent-based approach, the Unity team identified 64 Intent topics applicable to their gaming customers and another 84 topics around digital twins and the Metaverse for their non-gaming customers.

With those topics in hand, Unity's team then implemented the following three strategies across their marketing and sales processes:

1. **Sales enablement/outbound prioritization:**
   The Unity team created a Looker dashboard connecting Bombora's Intent data to Salesforce to visualize Intent topics and scores (individually and in aggregate) for each of their managed accounts.

   "Our sales teams also use this data to identify previously unassigned accounts indicating interest in select topics," noted Goldstein.

2. **Creation of dynamic target account lists:**
   Rather than just using firmographic data or ideal customer profile (ICP) parameters, Unity's team used Intent data to create dynamic target account lists within Demandbase for their value-based, one-to-few account-based marketing (ABM) campaigns. This ensured they were reaching the accounts most likely to convert and not messaging prospects who weren't actively in-market.

3. **Digital display ad optimization:**
   To make their digital display ads more effective, the Unity team uploaded a static list of accounts into Bombora's Company Surge® and used different content and creative for each account, based on the Intent topics they were actively researching.

   This helped ensure each account was also receiving the messaging that would be most effective and relevant for them at that particular time.

Results

And how is it going?

"We've seen immediate success, especially in our digital twin business," noted Goldstein. "For example, we sent our 'Road to the Metaverse' webinar series to a targeted list of accounts showing interest in that specific topic cluster. A lead from a targeted account registered, attended, and filled out a 'contact us' form immediately after the webinar. Within 48 hours, we had a new six-figure opportunity, all due to engaging the right audience at the right time with Intent data."

Goldstein also reported that Unity is seeing a 5% increase in CTR on Intent-guided digital display ads and a significant volume of accounts showing increased pageviews over Unity's previous baseline.

"We're very happy with the results so far," Goldstein said.

The next phase

To help their sales and marketing teams make even better use of Bombora's Company Surge®, the Unity team is working on integrating Intent data from Bombora into Demandbase and visualizing it in Salesforce. This way, they'll have a consolidated view of all accounts by journey stage, activity, Intent topic, and Intent score over the past 90 days — along with activity information and people engaged — to help their teams find cohorts and prioritize their outreach even faster.

For more information visit bombora.com.

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