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Planning for Account Based Marketing

Presented by Larry Stein, VP Demand Generation

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Alteryx:
The Leading Platform for Self-Service Data Analytics

Prep, blend and analyze all your data using a repeatable workflow

Deploy and share analytics at scale

Deliver deeper insights in hours, not weeks

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Account Based Marketing at Alteryx

Account Based Marketing is a strategic approach that coordinates personalized marketing and sales efforts to open doors and deepen engagement at specific accounts (and to specific contacts) to drive revenue.
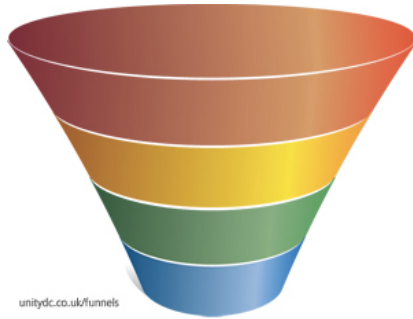
Why Now?

- Sales shift to named accounts
- Target accounts that land AND expand
- Broad marketing does not deliver leads by rep or account
- Improve conversion rates
- Continue strong marketing and sales alignment

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2016 Demand Gen Programs: Balance, Two Tracks

Goal: Volume
Approach: Broad Marketing Programs
Campaigns For All Data Analyst & Biz Leader Audiences

Example Campaigns
- Content Campaigns
- General Webinars
- Tradeshows, Field Events
- Broad LinkedIn Campaigns
- Google Adwords

Goal: Focus
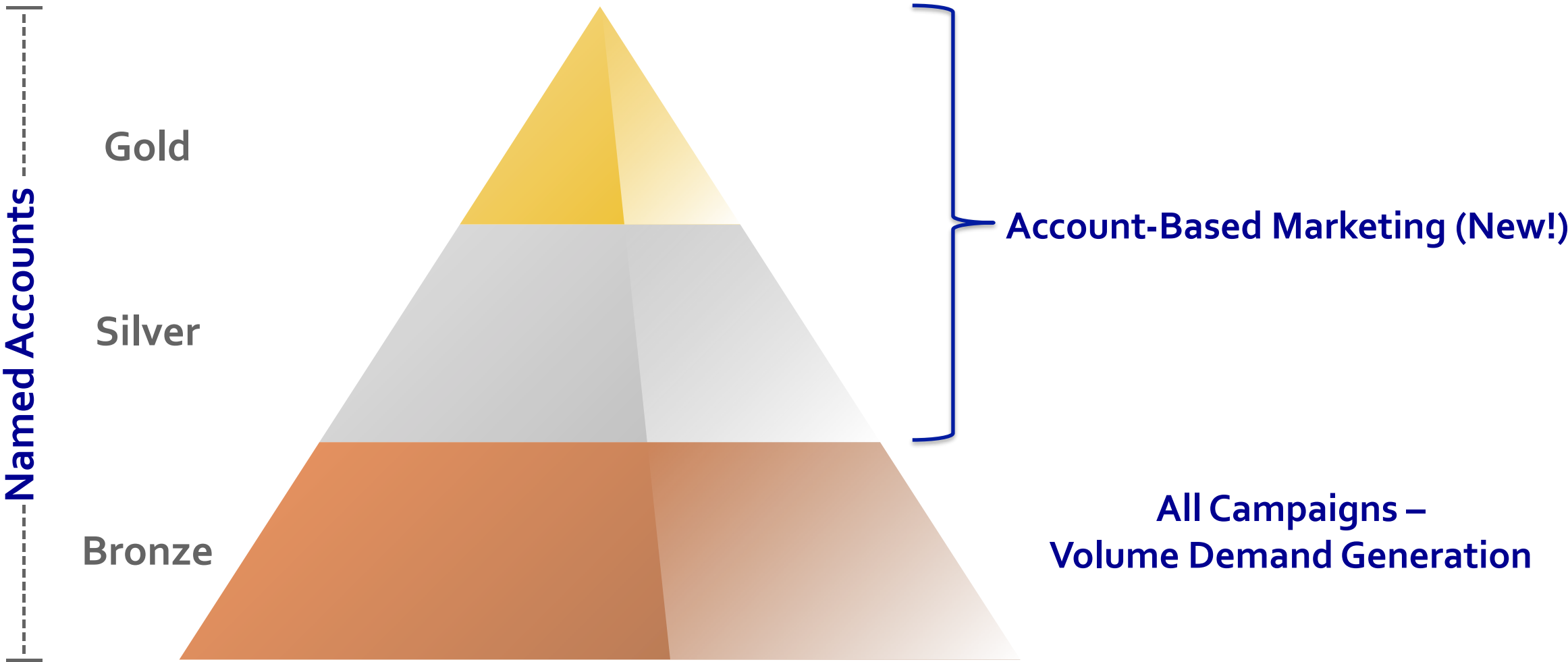### Approach: Account Based Marketing
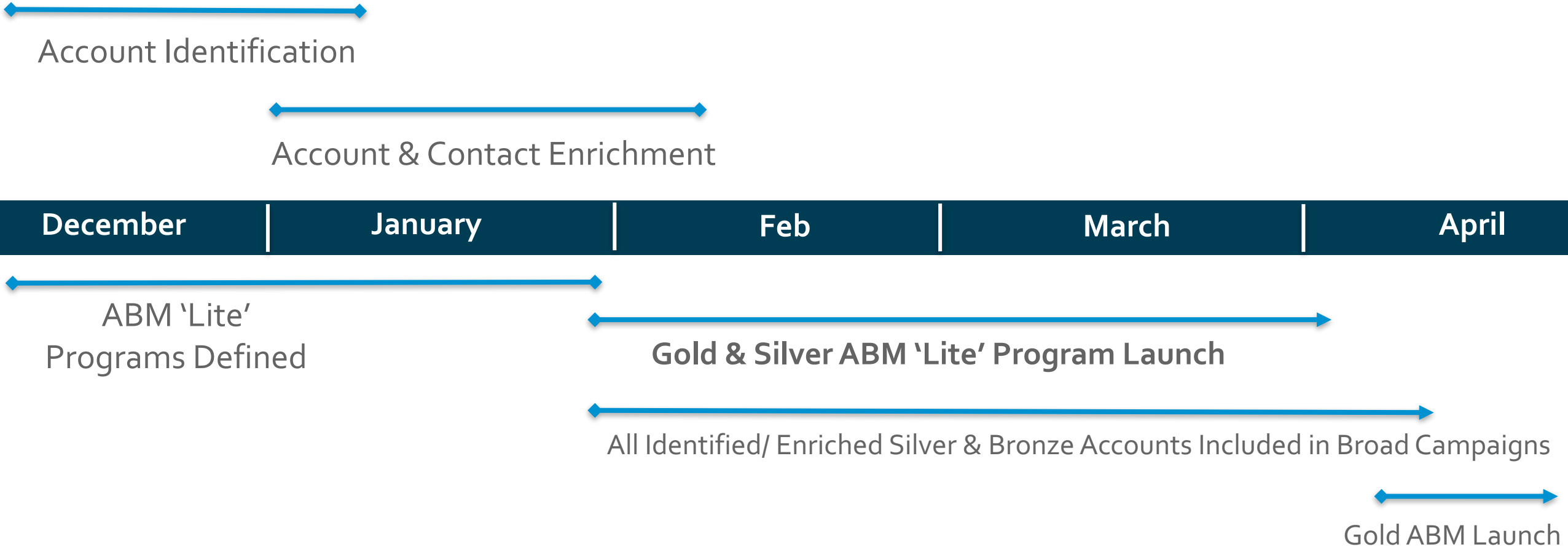**Targeted** Joint Marketing & Sales Efforts

Example Campaigns
- Account-Specific Programs
- Industry-Specific Webinars, Custom Invites
- Field Meetings, Event Add-ons
- LinkedIn to Targeted Accounts
- Direct Mail 1-1

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A New Model for Demand Generation

Named Accounts

Gold

Silver

Bronze

Account-Based Marketing (New!)

**All Campaigns –
Volume Demand Generation**

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Timeline for Launching Account Based Marketing

Account Identification

Account & Contact Enrichment

December	January	Feb	March	April

ABM 'Lite'
Programs Defined

Gold & Silver ABM 'Lite' Program Launch

All Identified/ Enriched Silver & Bronze Accounts Included in Broad Campaigns

Gold ABM Launch

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Account Plays:
ABM Programs Part of Larger Campaign 'Conversation'

New Conversation
Goal: First Meeting
Mix of Direct Mail and Events

- Introductory Email
- Educational 1:1 Webinar
- Free Trial Offer
- Field Meeting at Roadshow

Existing Conversation
Goal: Opportunity Creation
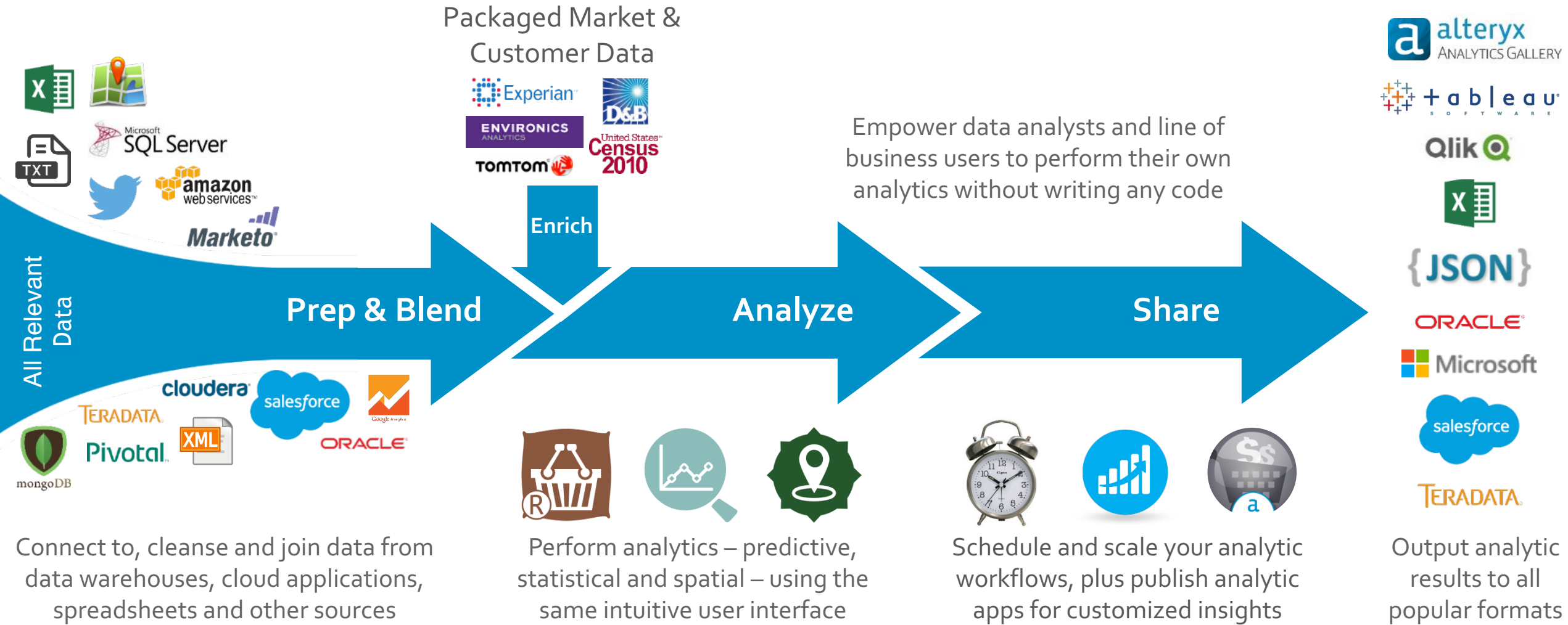Mix of Direct Mail and Events

- Discovery Call Deep Dive – High Value offer
- Free Trial Offer
- Private Executive Briefing
- High Value Reception

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Questions?

The Leading Platform for Self-Service Data Analytics

Packaged Market & Customer Data

Enrich

Empower data analysts and line of business users to perform their own analytics without writing any code

Prep & Blend

Analyze

Share

All Relevant Data

Connect to, cleanse and join data from data warehouses, cloud applications, spreadsheets and other sources

Perform analytics – predictive, statistical and spatial – using the same intuitive user interface

Schedule and scale your analytic workflows, plus publish analytic apps for customized insights

Output analytic results to all popular formats

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Our Users are Modern Heroes in their Organizations