



”Vendemore’s Account Based Marketing opened doors for conversations to take place where conventional methods and tools had been unsuccessful”

Sales and marketing alignment, a higher customer relevance in marketing content and ensuring that the right decision makers receive marketing messages that are relevant to them – these are goals that are high on the agenda for most companies. By implementing Account Based Marketing, Siemens PLM Software managed to achieve this and more.



## About Siemens PLM Software

Siemens PLM Software a business unit of the Siemens Digital Factory Division, is a leading global provider of software solutions to drive the digital transformation of industry. Its Smart Innovation Portfolio helps manufacturers optimize their Digital Enterprise and realize innovation.

## Results

- All four accounts become MQLs and SQLs, and marketing pipeline generated up to £2.9million.
- Internal recognition as Best Global Campaign within Siemens PLM Software worldwide, winning the Wilson Award September 2016 for the Oil & Gas Campaign, “50% due to Vendemore’s Account Based Marketing!”
- The Vendemore campaign showed the level of interest from the technical & senior management audiences in the targeted accounts, which was combined with highly targeted and specific messaging that produced actionable insights for each account for the sales and marketing teams.

## The business challenge

Siemens is a huge global brand, but the various units within it need to take extra steps to be recognised by the appropriate client base with their specific propositions. Much of the addressable market for Siemens PLM Software had not been effectively made aware of the solution on offer.

## The opportunity

Within Siemens PLM Software’s key target industry, it is a challenge to effectively implement paid search, not least because it is hard to define what customers actually search for.

Four key target accounts had been worked on for 12-18 months using a variety of marketing and business development tactics, without successfully opening up a meaningful dialogue.

”Vendemore’s Account Based Marketing has given us proven results. We started with three accounts adding one more after three months, and all became MQLs and SQLs with a total marketing pipeline value of £2.9 million”

Debbie Hage  
UK Senior Marketing Manager, Siemens PLM Software UK

These accounts were high priority, but considered cold. The challenge was to increase the contact base to get to top of mind in the account buying centers, while building on the knowledge and sales insight already gathered around the clients and their current projects.

As a result, this campaign was focused on pinpointing different areas to establish and build awareness within target account influencers and decision makers.



In August 2016 we extended the campaign to one further target market – again to focused accounts that had not responded to traditional marketing campaign work.

Vendemore reported a spike in one of the accounts engagement during the monthly insight meeting and Siemens Sales team reached out to the client. Discovering this particular prospect was researching for an RFP.

This provided valuable insight to their activity from the digital advertising to their activity on Siemens website and enabled sales to engage in conversation to guide this company in having the information they needed at that time.

## Tactics

- Four accounts were targeted over 6 months; during this period, all of them developed to the point where in-person sales meetings were crucial (start mid-July- December).
- Individual plans for each account were prepared for the campaign.
- Vendemore’s agility facilitates the A/B testing of ads to determine the messaging that resonates best within the target accounts.
- While the main tactic was Vendemore’s ABM, other marketing campaign activity continued.

“ABM gave valuable insight to accounts about Siemens PLM Software and our valuable solutions that they were missing if not for Vendemore”

Debbie Hage

*UK Senior Marketing Manager, Siemens PLM Software UK*



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