

How Genesys Uses ABM on LinkedIn to Cut Through the Noise of B2B Technology Marketing



 GENESYS™ | Location: Daly City, CA | No. of Employees: 5,500+ | Industry: Computer Software



“On LinkedIn, we can target personas that aren’t reachable on other platforms. This enables us to scale our advertising in very efficient, creative and strategic ways.”

Nash Haywood
Global Director of Digital Conversion, Genesys



Marketing and Sales Operating in Silos

- In years past, marketing and sales at Genesys worked independently to reach potential customers in a highly complex buying environment.
- In order to meet and exceed growth targets across new and existing markets, the team needed to break out of silos and effectively work together.
- Looking to accelerate their efforts, access key markets, and increase market share, Genesys began building an Account-Based practice leveraging LinkedIn ads. This paved the way for their marketing and sales teams to better reach the right people, at the right time.



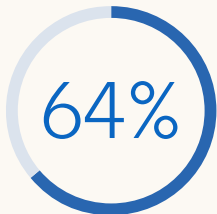
Winning Accounts Through Teamwork

- By implementing an Account-Based Marketing (ABM) approach on LinkedIn through LinkedIn marketing partner for campaign management, Terminus, Genesys adopted a successful framework for identifying and engaging accounts in a unified, strategic way for each stage of the buying journey. Tapping into LinkedIn's powerful targeting and tools to engage quality buyers alongside Sales Navigator, both teams found improved ways to collaborate with one another, reach new markets with precision.
- Once their ad campaigns were underway, Genesys refined and optimized their process by leveraging account and buyer insights from LinkedIn. With real-time data, their teams could make better decisions on how they were reaching prospects throughout a highly targeted customer journey, using a range of creative methods.



Results

Genesys named "Account-Based Marketing Innovator of the Year" by SMX



of closed revenue in 2019 was influenced by Sales Navigator

In 2019, digitally-enabled selling:

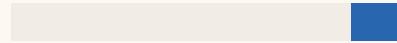
Influenced
5,681
deals

Sourced
3,618
deals

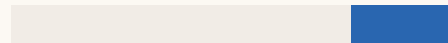
10% ↑ growth in new customer engagements score



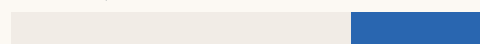
16% ↑ increase in new prospect pipeline sourced by marketing



30% ↑ year-over-year rise in new customer bookings contribution



40% ↑ year-over-year growth in inquiries



30% ↓ drop in cost per lead



How Genesys Embraced Account-Based Marketing

Genesys didn't launch a globally successful ABM program overnight. Mindful that early wins were crucial to gaining company-wide support, marketing and sales leaders piloted an Account-Based program with carefully selected, cross-functional teams. Once the pilot program demonstrated that aligned marketing and sales teams could generate results using tools like Sales Navigator to grow the pipeline, LinkedIn became heavily leveraged across the organization.



A Strong Partnership, Made Actionable and Effective with LinkedIn

- With today's technology decision-makers seeking input from colleagues, industry peers, thought leaders, online communities, and other sources, driving demand in a complex buying environment is challenging. Through LinkedIn, Genesys' Account-Based approach to winning over new customers is now distinguished by a strong partnership between marketing and sales. Now, the Genesys team can reach and engage with upwards of a dozen individuals, each with varying needs, and at different stages of consideration and awareness.
- "With ABM on LinkedIn, we are able to get extremely precise about individuals who play specific roles at different stages of the buying cycle," said Arnaud Kraaijvanger, SVP, Marketing Operations. "That changes the whole game because now you're looking at accounts much more holistically, proactively and strategically."



"With Account-Based Marketing, our relationship with sales has gotten much closer. They can see that marketing helps to close deals — and now, sales comes to marketing asking for help on specific accounts."

Camila Cook

Head of Digital Marketing for the Americas, Genesys