

ABM Program Success

ServicePower Unifies Marketing and Sales on Triblio to Generate \$6.3 million in Pipeline



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I like that Triblio continues to innovate by creating reports and tools that help me manage campaigns better and prove ROI.

Kimberly Heuser

Director of Marketing & Operations

Challenge

ServicePower is a leading field-service management software company focused on providing an exceptional customer experience while delivering significant operational efficiencies. Trusted by field-service organizations around the world such as GE Appliances, LG, Electrolux, and Siemens, ServicePower offers the only SaaS platform that helps companies efficiently manage both employed and contracted technicians. ServicePower also offers a fully managed network of contracted service providers to enable on-demand and rapid field-service delivery in hard-to-reach locations across North America and Europe.

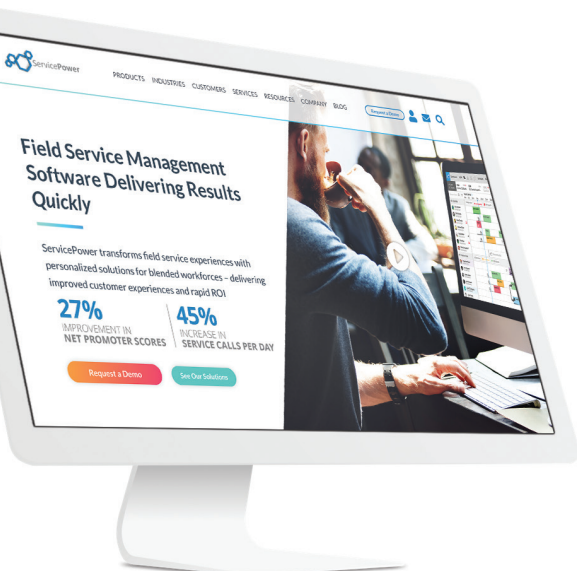
ServicePower’s bread and butter is in the enterprise space, and with each large deal, every team plays a specific role. The marketing team is measured on its ability to generate discovery calls and new pipeline, while regional sales managers are responsible for hitting quota. Business development representatives (BDRs), who serve as the link between marketing and sales, book meetings under the marketing umbrella and work hand-in-hand with regional sales managers on each deal.

As a whole, ServicePower was facing a challenge in lead quality, not lead quantity. Marketing found that neither vertical nor title-based campaigns drew enough accounts that fit within its ICP. Prospects tended to be too small or lacking in field operations. In order to move upstream and hit its target audience, ServicePower needed a more focused strategy. As Kimberly Heuser, Director of Marketing and Operations at ServicePower, describes it, “we needed to cherry-pick our targets and market only to them, which is what ABM has allowed us to do.”

ABM Program

ABM audiences establish a firm foundation for strategic wins

Together, ServicePower executives, sales leaders, and the marketing team pivoted to an account-based approach to revenue generation. At the start of its ABM initiative, the SVP of Sales selected a few hundred named accounts, for which marketing set up evergreen campaigns. Then the BDRs, supported by marketing collateral, made attempts to contact decision-makers in order to break into these accounts. This list of named accounts served as the foundation for ServicePower’s ABM program.





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The insurance campaign generated \$3.3 million in new pipeline and over 30 discovery calls.

Kimberly Heuser
Director of Marketing & Operations

Vertical segmentation drives pipeline in the insurance industry

Diving deeper into ABM, marketing chose a specific industry to focus on each quarter. Vertical segmentation allowed the marketing team to fully leverage its industry-specific thought leadership and build more personalized plays for the BDRs. Most recently, marketing segmented out the insurance companies from its named account list, which came out to about 50 accounts. This was a strategic choice for ServicePower, as its product is uniquely positioned to solve needs within the insurance industry.

The campaign spanned North America and Europe and coordinated multiple channels across sales and marketing. On the marketing side, campaign elements included emails, display advertising, LinkedIn advertising, website overlays, and website personalization. Simultaneously, the BDRs used traditional cold calling techniques, LinkedIn connection and inmail, and outreach email sequences to book meetings. In this joint effort, “let’s say someone sees your content,” explains Theo Guillory, Senior Manager of Business Development, “the BDR team is needed to push them over the edge.” The ability to coordinate marketing campaigns with BDR outreach has been critical for pipeline growth.

Results

Strong marketing and sales alignment produces \$6.3 million in pipeline

Within the insurance industry, ServicePower generated over 30 discovery calls and \$3.3 million in new pipeline. Overall, ABM has contributed \$6.3 million to pipeline, making ABM its fourth leading source for new discovery call generation.

At ServicePower, success is a joint effort. The company has a unified view of new pipeline generation and progression, where any account movement is shared with sales and c-level executives on a weekly basis. As Heuser tells it, it’s crucial to “have your entire team involved and accountable for success. That’s what’s made our ABM program so successful.”

