

Exabeam has Record Breaking Success with TMA[®]

Summary

Exabeam used the Tactile Marketing Automation[®] (TMA[®]) solution from PFL for a marketing campaign targeting information security executives to double their campaign pipeline goals while earning a staggering 1:120 ROI with an integrated ABM campaign.

GOALS

- 10% meeting rate
- Convert 33% of meeting to opportunities
- \$2.5 million in pipeline

ACHIEVEMENTS

- 8% meeting rate
- 69% conversion rate to opportunities
- \$5.5 million in pipeline

The Challenge

Exabeam, a leading provider of big data security analytics, was looking for a better way to reach their prospects. Their conversion numbers were strong throughout each stage of the sales cycle, but Exabeam needed a way to increase the number of prospects entering the pipeline.

According to Rick Caccia, CMO at Exabeam, “I wanted to accelerate the process of connecting our field reps with C-level and VP-level buyers.”

Exabeam’s target prospects—busy, high-level executives at the Fortune 1000 level—are constantly bombarded with digital communications, making them especially difficult leads to catch.

They needed a strategy that would get their message heard over all of the digital noise. Caccia knew his team could close the prospects if Exabeam could only get their attention.

The Solution

Exabeam decided to run an Account Based Marketing (ABM) campaign that incorporated the send of dimensional mail pieces. Caccia needed the right tool to automate the send of physical pieces and knew the production value needed to be of the absolute highest quality.

For Exabeam, the answer was Tactile Marketing Automation (TMA), a PFL solution that integrated directly into the marketing automation platform they were already using. This allowed for the seamless combination of personalized digital and physical sends, along with automatic reporting and insights into all campaign data.

The send was a premium designed, branded package with the message, “It’s About Time.” Inside the package was a brochure highlighting the benefits of Exabeam’s data security services, paired with a high-quality paper replica of an Apple Watch. The call to action was simple: give them a meeting and they’d give you the real thing.



As Caccia observed, a great presentation is what really seals the deal. “When you’re promoting an Apple Watch to a CISO, everything matters. The quality of the printed pieces from PFL exceeded our expectations.”

Exabeam wasn’t left to design this physical piece alone. As part of their implementation of the TMA solution, print experts at PFL consulted with Exabeam to bring their vision to life. PFL draws on a legacy of world-class print production, empowering Exabeam with decades of experience.

“We have been emailing some of these prospects for nine months,” Caccia says, “but this gets them to call back in a week. TMA has helped this campaign be 3x more effective.”

The Results

When Exabeam incorporated TMA into their ABM strategy, they hoped the more personal, targeted approach would achieve a 10% meeting rate, with 33% of those meetings converting to opportunities.

Nothing could more perfectly illustrate the power of an ABM campaign. Exabeam’s targeted approach reached the right people within each organization. Thanks to the TMA integration, the entire process was automated, helping Exabeam reach the qualified buyers they were targeting.

DOUBLED

Exabeam doubled their conversion rate to opportunities and saw impressive returns.

69%

Exabeam was able stand out while doubling their projected pipeline rate, converting an astounding 69% of their meetings into opportunities.

1:120

They are seeing a 1:120 ROI with PFL’s TMA solution

About Exabeam

Exabeam is a leading provider of user and entity behavior analytics, based on security-based data science and innovative Stateful User Tracking technology. They enable customers to detect and thwart cyber attacks that would otherwise go unseen by most enterprises. At the same time, they exponentially increase the productivity and effectiveness of valuable security operations.

About PFL

PFL is a marketing technology company that provides sales enablement and marketing automation solutions, as well as printing, mailing, and fulfillment services. We directly connect B2B and B2C organizations to cutting-edge solutions that accelerate productivity and drive business forward.