

# 2015 Called and Wants Its MQLs Back



**Aida Kamber & Dorothy Milazzo**  
*VP Growth Marketing & Senior Manager,  
Integrated Marketing*  
Code42

**Let's take a moment to remember 2015**

# Self-driving cars



# Payments made easy



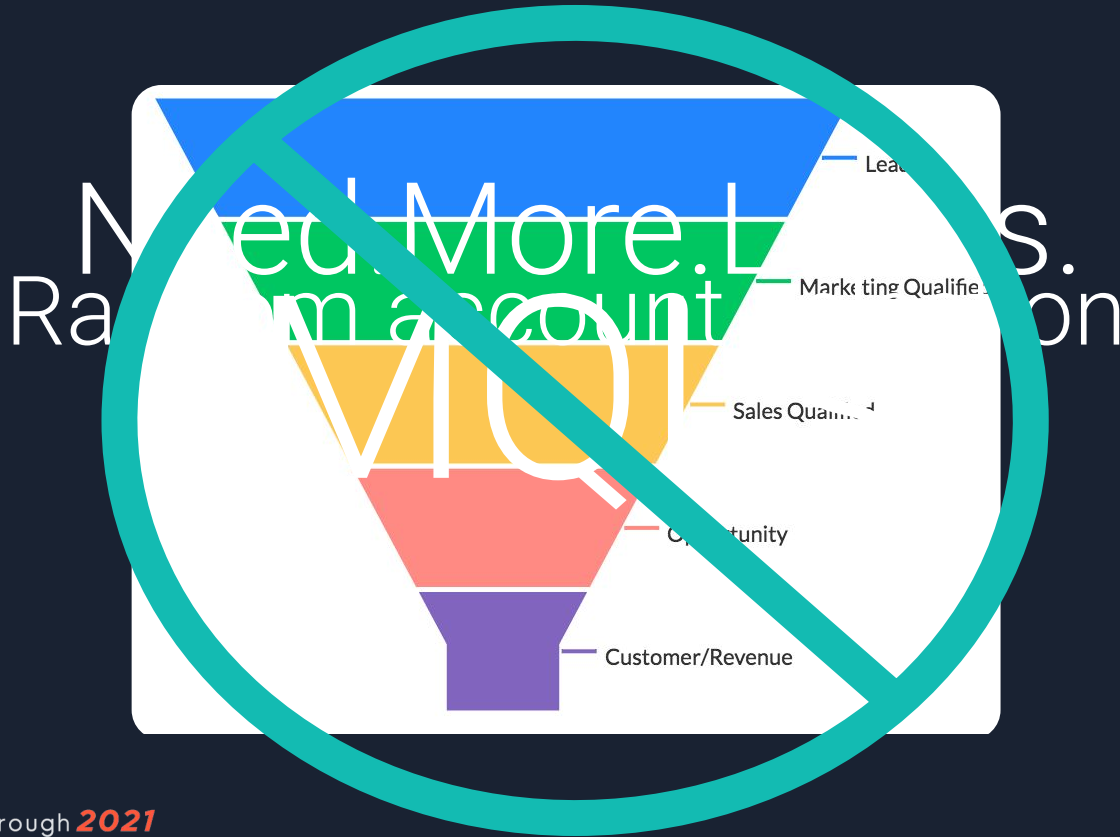
# Farewell to Mad Men



# The “Glory Days”



# And then this ...



# Agenda

- The journey to an account-based strategy
- Account-based everything
- Leveraging digital
- 3 key learnings



# Background on Code42

- Started out in backup but transformed into cybersecurity software company
- Our purpose: To secure the collaboration culture — never compromising the speed of innovation or the safety of data
- Category creation mode for Insider Risk Management

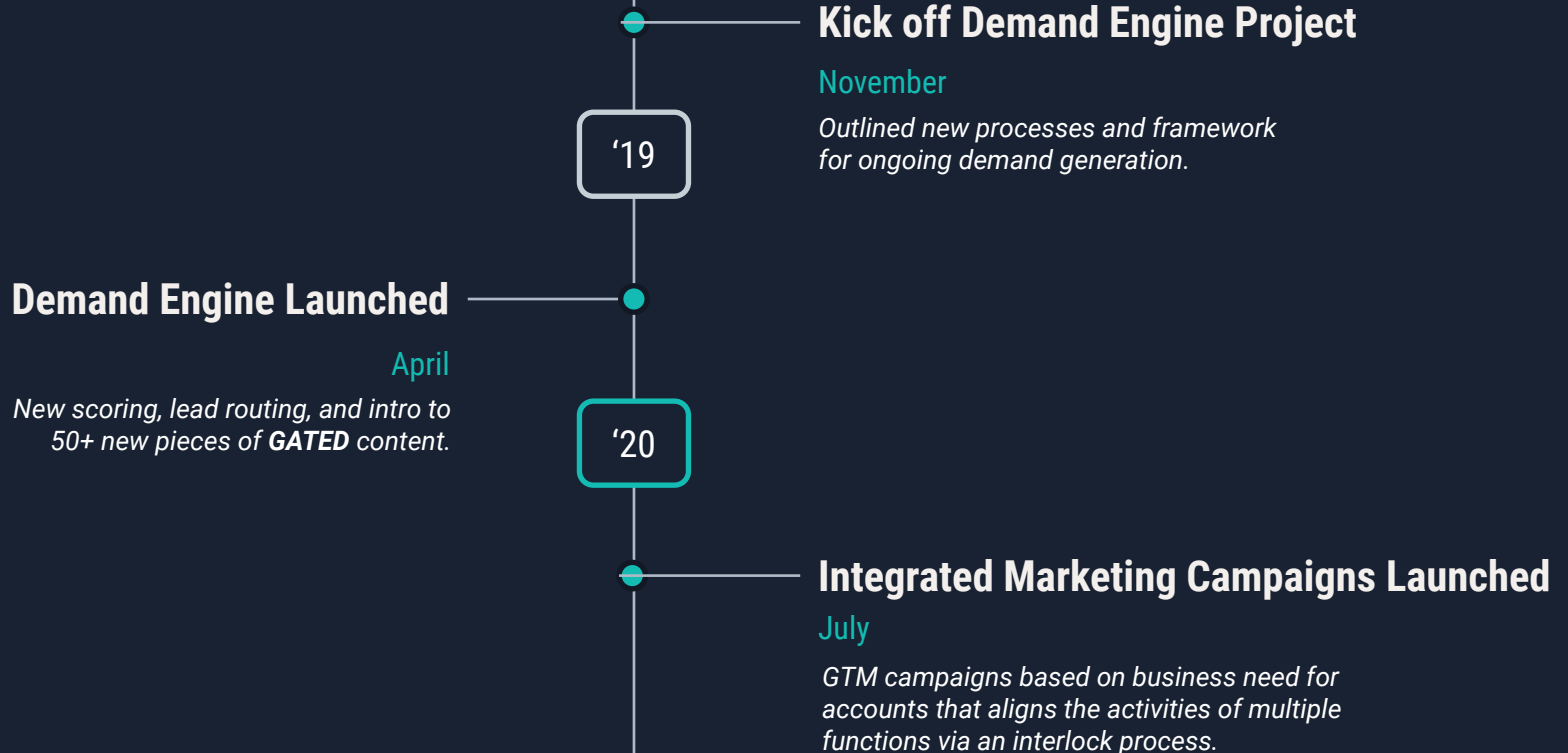


# “Fight Song”

-Rachel Platten

The journey to ABX transformation

# Getting started



# How the demand engine fared

Both good + bad



# Demand engine in motion - Not creating enough pipeline

## Audience Segments

- Based on security maturity + assumptions on what that indicated about their risk posture and data protection needs.

**RESULT: NO real way of knowing who is in market**

## LinkedIn + Display

- Promoted mix of content on multiple topics to various personas on LinkedIn.
- Limited use of display.

**RESULT: Audience size too small**

## Content Syndication

- Promoted high-funnel guides based on what we wanted to talk about to accounts in our ICP.
- **RESULT: Too many disparate leads that didn't move down the funnel and no true account view**

## Web Personalization

- Customize content recommendation based off a 1st party cookie from form fill.
- Success measured in terms of form fill conversion.
- **RESULT: Only 3% of web traffic de-anonymized & received personalized content**

# “Worth It”: Our journey to ABX transformation



'20

## ABX Proof of Concept

September

*Completed proof of concept to understand Enterprise accounts, their needs and consumption.*

## 6sense Implementation

November

*Began onboarding tool quickly to learn fast.*

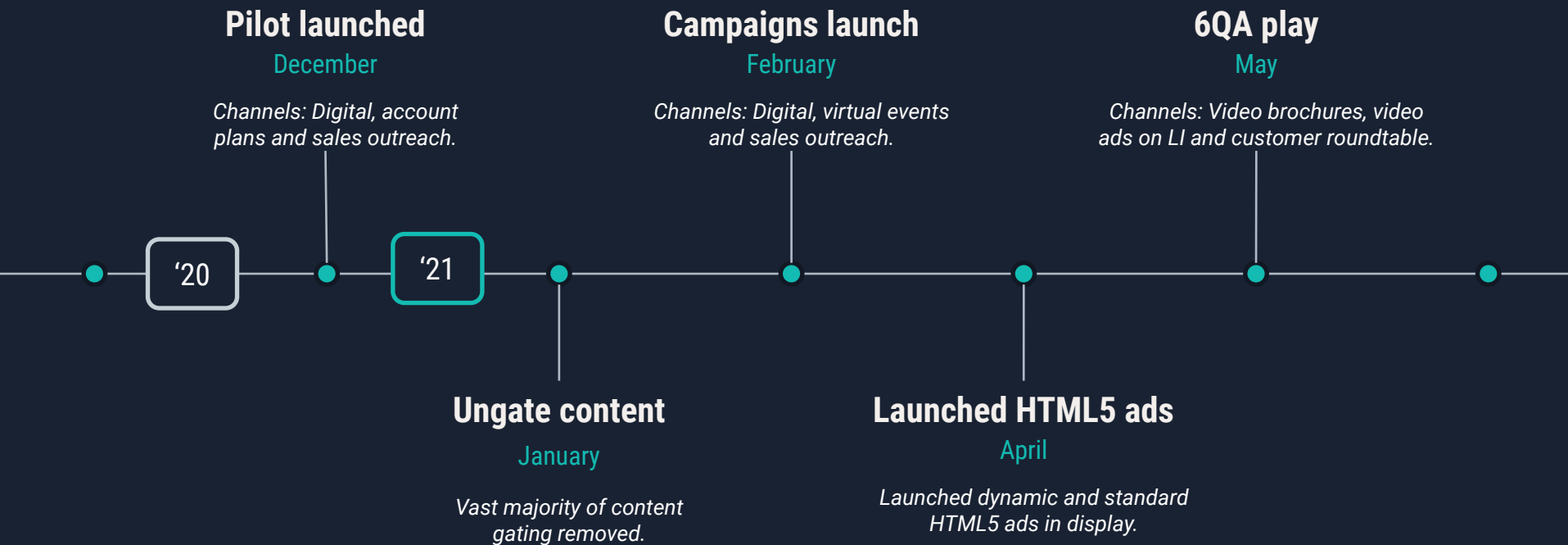


“Hello”

-Adele

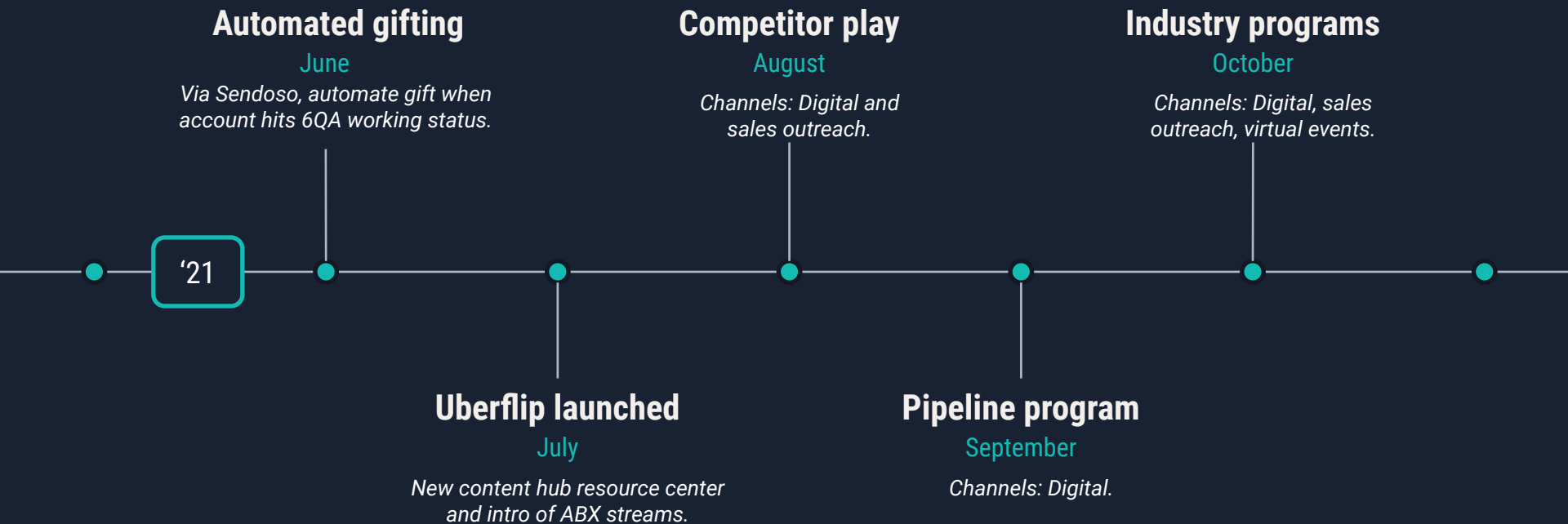
Account-based everything

# ABX campaign transformation





# ABX campaign transformation continued



# “Moves Like Jagger”

-Maroon 5

Leveraging digital in campaigns



# Becoming part of RevTech Revolution in GTM approach



## Buyer Intent

Within 6sense, buyers tell us what they're worried about or what they need.



## Speak in Buyer Terms

Use buyer's pain points to speak to them in their language to demonstrate how our approach (and eventually our product) is the right way to solve that problem.

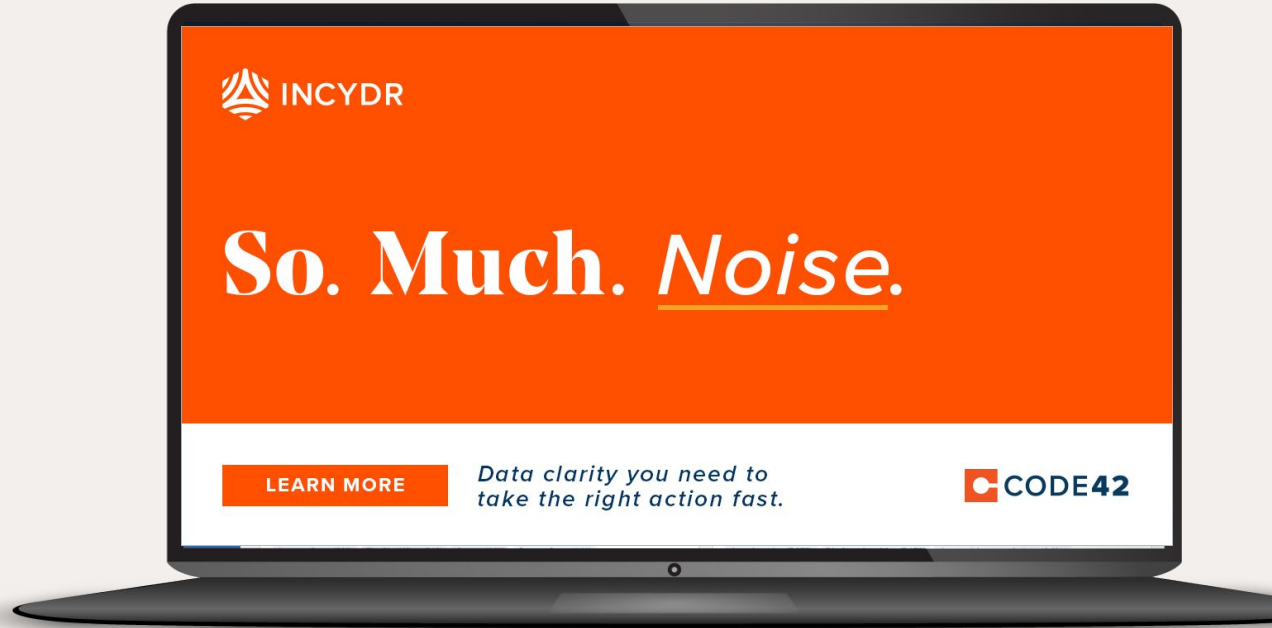


## Prioritize Marketing

Leverage data to make recommendations on campaigns.

# “Where R U Now?”

- Campaign messages, content, and tactics vary by intent + buying stage
- Reaching buyers earlier: Target them *before* they hit our site
- Optimize on engagement metrics like **content consumption** + **account progression (NOT MQLs)**



# Campaign now let our buyers be in charge

## LinkedIn + Display

- Highly targeted with content based on intent and buying stage data.

## Content Syndication

- Provide target account lists by intent bucket and buying stage with content geared towards both.
- Highly targeted with content based on intent and buying stage data.

## Web Personalization

- Focus on content engagement + binging.
- Integrations with Uberflip delivers personalized + cohesive experience.

## Analytics

- Able to track what buyers care about without needing them to fill out a form.
- Provides much better visibility into the impact of display.
- Account-level metrics we don't really get anywhere else.

# Testing with HTML5 ads to see what works

Includes dynamic personalization of company name

INCYDR

Your *a-ha* moment is minutes away.

Stop insider threats at your company with Code42 Incydr.

START THE DEMO

CODE42

INCYDR

Solve the **insider threat** problem at *your company*.

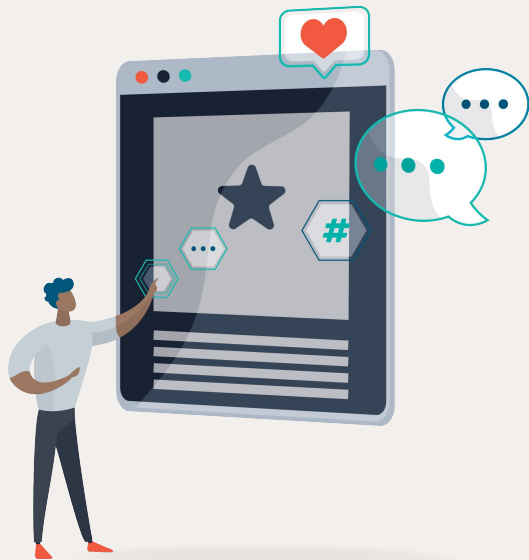
Code42 Incydr for Insider Risk Management.

REQUEST DEMO

CODE42

Standard ads worked just as well - and with much less effort - than dynamic HTML5 ads.

# Experimenting with ABX web streams structure



## Group content by buying stage

With launch of Uberflip, we only served up content that was tagged to the buying stage the account was in.

vs.

## Group content by keyword

Buyers (especially late stage) want to consume content across all stages so we adjusted streams to promote content specific to an intent topic - but across all buying stages.





# “Uptown Funk”

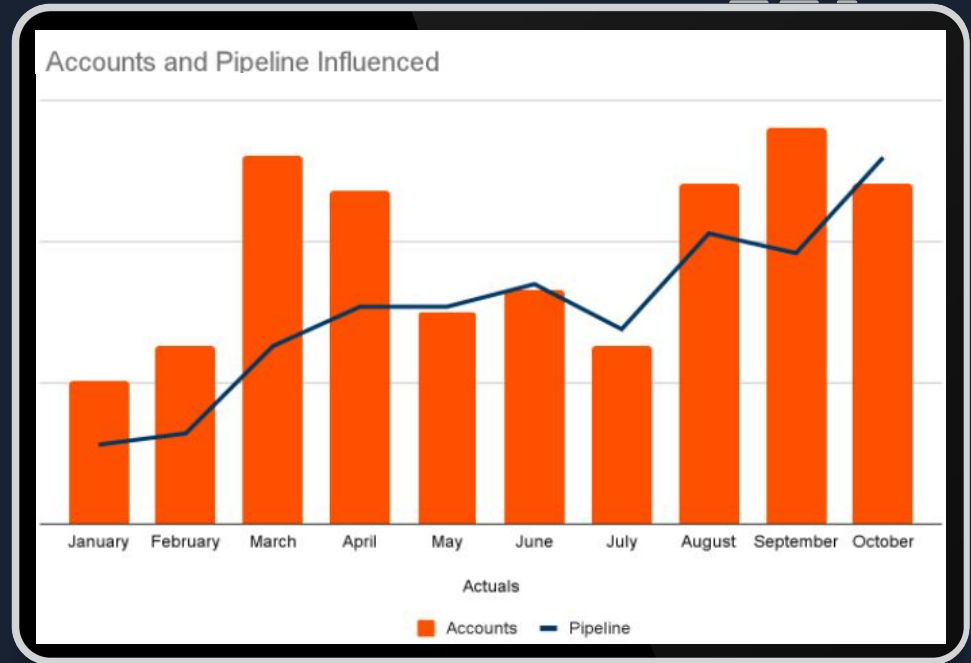
-Bruno Mars

Results post ABX  
transformation



# “Shut up and dance!”

- Opportunity volume **increased 31%** in the first 3 quarters of 2021 compared to the *full year* of 2020.
- Opportunities won **increased 27%** in first 3 quarters of 2021 vs. 2020.
- Through end of October, our campaigns helped **progress 82% of accounts** in their buying stage.
- Display advertising and use of LinkedIn w/6sense segments are the top two tactics contributing to opportunities being created



# What we heard from sales

## Super helpful

being able to see who checked out what content exactly, so I can tailor

## MESSAGING

Helps me

## PRIORITIZE

my accounts so I can go after those showing the most intent

The

## INSIGHTS

6sense shows in the iframe are very helpful for me to understand how to approach my prospecting

# “Thinking Out Loud”

-Ed Sheeran

3 lessons learned along the way



2020 had enough  
blindspots; your **DLP**  
**shouldn't** add to them.

Data protection that  
**doesn't suck.**

LEARN MORE

 CODE42

# Learning 1: ABX Pilot

Built momentum of ABX strategic approach by driving early wins ... fast



## Start by Starting

One month after signing contract, we kicked off a small effort ABX program. No time to over-engineer.



## More Segmentation

Need to drill down into more specific intent - especially in earlier buying stages.



## Alignment Is Key

Meaningful alignment between BDRs+ AEs+ Field Marketing generates results and helps prioritize focus.



## Make Mistakes Early

Pilot was a great opportunity to find out what we didn't know and quickly address before broadening efforts.

# Learning 2: Look at the data to make informed decisions

What we use to inform performance:

- Campaign reports -> *display ad performance*
- Google Analytics with 6sense custom variables -> *website behavior by demographics*
- Segment data to cloud data platform -> *opportunities influenced*
- Segment performance reports -> *account progression*
- Display value report -> *display ROI to pipeline*



# Learning 3: Adoption is ongoing



## 6sense Slack Channel

Forming new habits is hard.  
Help make it easier.



## Usage Reports

Hold teams accountable and  
highlight wins.



## Recurring Training

Learn from each other and  
reinforce what is working.

# Continuing our RevTech Revolution Journey into 2022



# Summary



- Speak the **revenue language** (not marketing lingo....ever heard of MQLs?)
- Act as **ONE revenue team** and find your sales champions EARLY
- Leverage digital to target the **right accounts** with the **right message**
- Use the data to keep iterating
- **Celebrate** the small (and big) **wins** along the way