

How to Get Early Wins that Sales, the CEO and CFO Care About on the Path to ABX

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Agenda

About Us - Street Cred

Context - Paving the Path to ABX

Our Approach - Phased Approach + Quick Wins

Tips for Success - Lessons Learned



Context

How We Got Here

Florence Healthcare is a clinical trial software platform that supports 10,000 research sites in 44 countries.

Our Customers



Our Investors



The Path to ABX



Creating a New Category



Reaching a New Audience



Embracing ABX

What the C-Suite Cares About



Pipeline Generation

Targeted outreach
Laser focus the BDR team



Market Insights

3rd Party Data
Personalization
Test messaging



Scalability

Orchestration
Expansion/Retention

sense

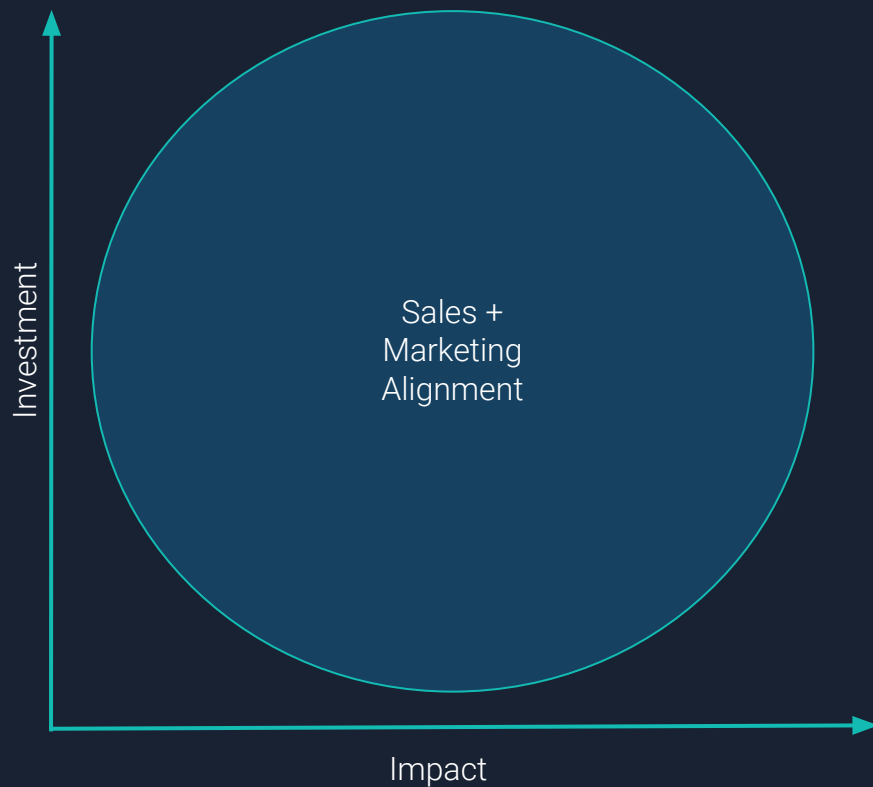
Breakthrough
the revolution is now **2021**

Our Approach

How We Did It



What are we trying to do?



Phase 1: Plus Up Marketing



Segments

Built hyper-targeted audiences



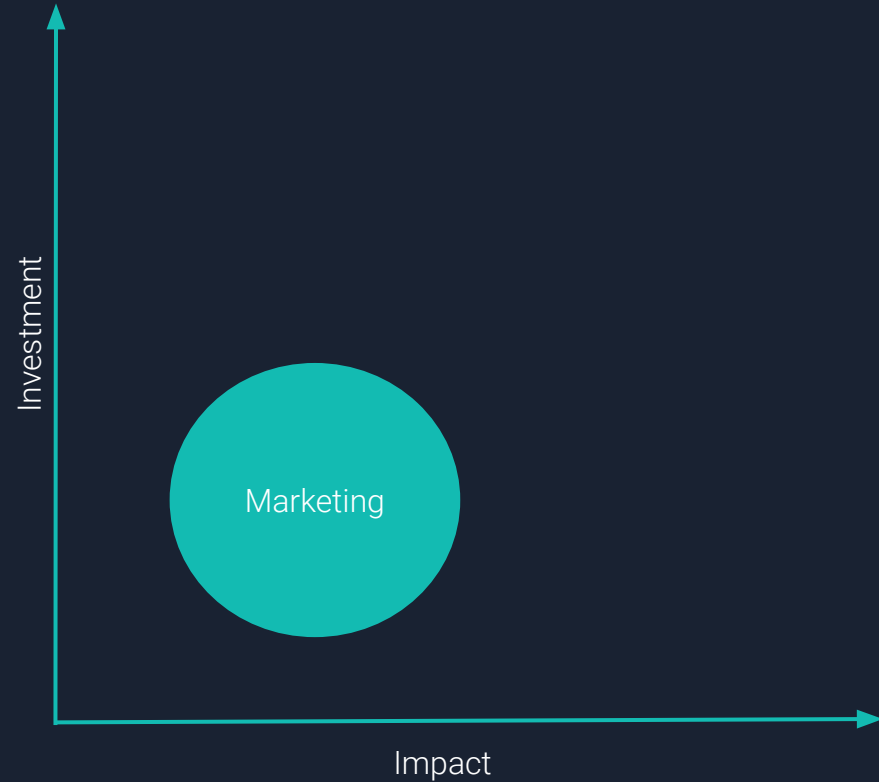
Intent Data

Layered intent data and predictive analytics into digital marketing



Targeted Ads

Launched ads to test how our message resonates with our ICP



Quick Win: Pipeline

In Q2, one of our GTM key segments saw a significant slow down in the pipeline especially compared to aggressive growth goals.

Partnering with our sales team, and with our 6Sense success team, we quickly designed and launched an orchestrated ABX campaign resulting in **2.5x increase in pipeline** MoM.



Phase 2: Build a Tiger Team



Internal Champions

Selected BDR team advocates to help roll out 6Sense for sales



Create processes

Established outbound BDR strategy and new rules of engagement



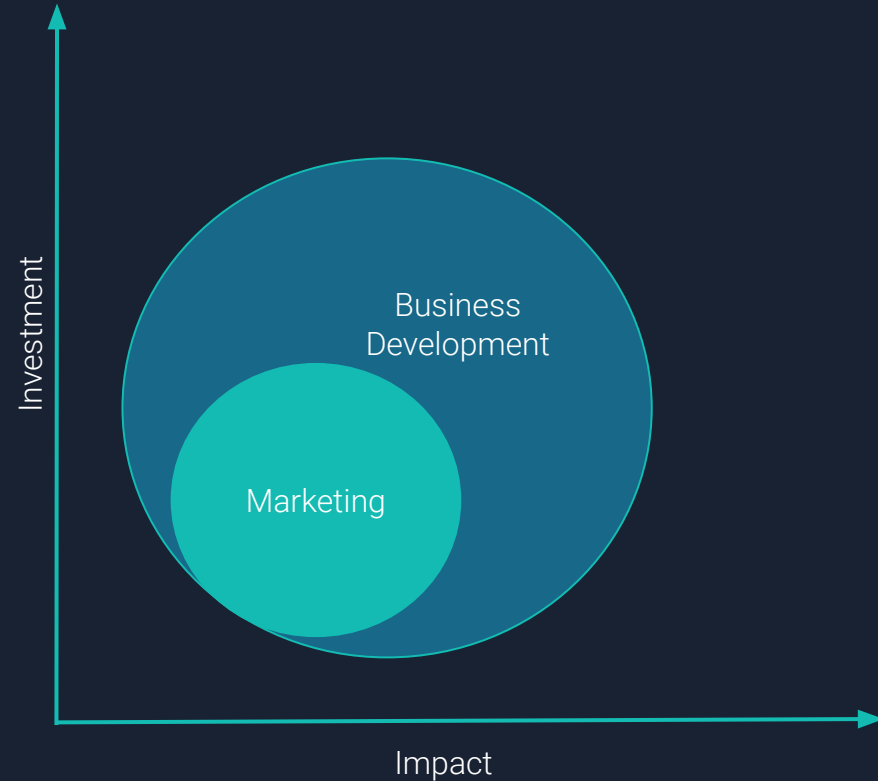
Training & Enablement

Created multiple ways to train, support, and empower the team



Open Communication

Created a feedback loop to celebrate wins while encouraging feedback for improvements



Quick Win:

Tools and Teams Working Together



“Your email was perfectly timed. You were actually next on my to do list this morning. **Could we schedule some time to speak?”**

Phase 3: Create Alignment and Excitement



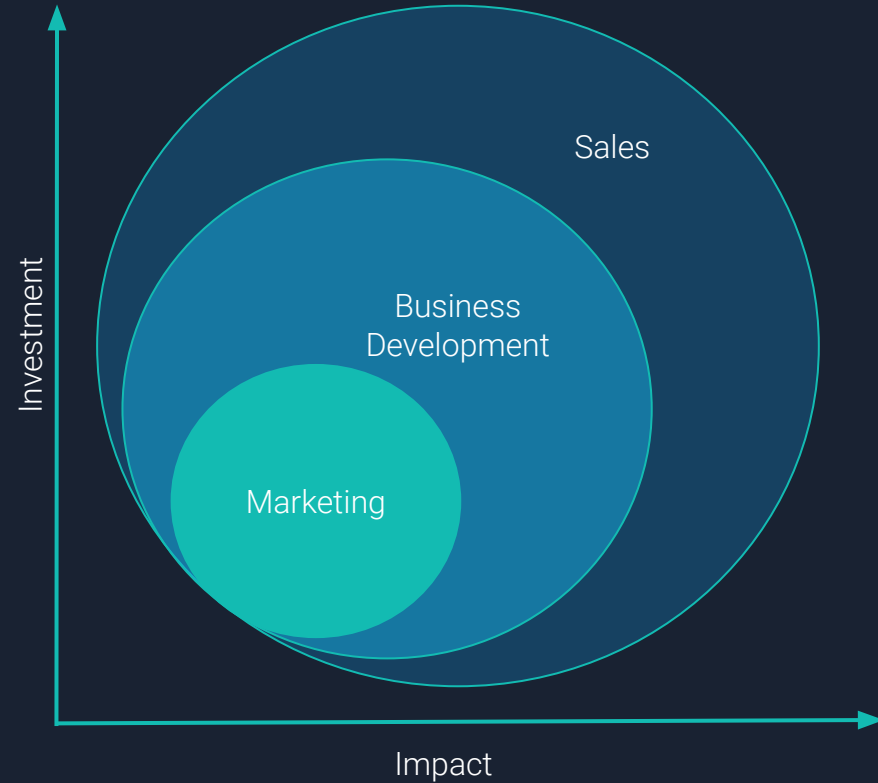
Show and tell

Communicated success of marketing & BDR team



Orchestration

Led orchestration session to align on roles and responsibilities



Early Wins

Creating Impact Over Time

38%

Of total pipeline from **ABX** in Q3

43%

increase in **average opportunity value**

23%

increase in **engagement** from enterprise accounts



C-Suite Buy-In



Budget (CFO)

Significant increase in budget
for ABX campaigns



Hiring (CEO)

Sales Leadership



Reporting (Board)

ABX Attribution

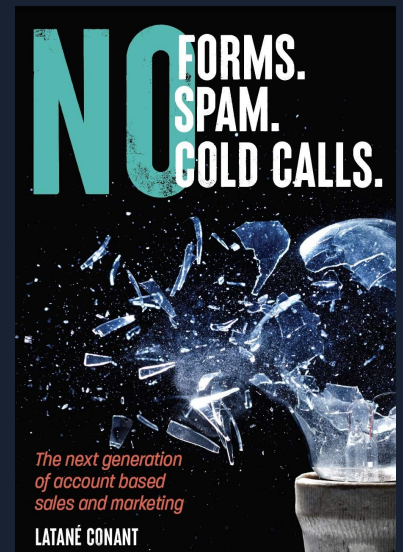
Tips for Success

How You Can Do It Too



Tips for Success

- Get the C-Suite involved early and bought in to the RevTech Revolution
- Don't be afraid to launch and experiment
- Share what you are doing in marketing to support sales
- Designate a 6sense SME
- Ongoing sales training, enablement, and empowerment
- Feedback loop and open communication
- Manage expectations



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Breakthrough

the revolution is now **2021**

Thank You!

