How Tipalti Built a Killer ABM Campaign—and Increased Conversion Rates 20%
The Customer

Tipalti is the leading supplier payments automation provider.

The Challenge

Tipalti’s go-to-market strategy is built around target lists for account-based marketing (ABM).

They needed to:

• fill their pipeline with qualified accounts
• identify the handful of key individuals within those accounts to engage with.

THE RESULTS

20% higher conversion rate

13% increase in target market reach

Automate target account list-building

Highly accurate, effective ABM
We serve some niche markets that can be difficult to prospect in—for example adtech and ecommerce. You can’t just buy a lead list from your typical vendor. So we needed a B2B database platform that has intelligence built-in, that could use predictive and AI to find the right prospects in the right space, and provide tailored lists based on slices that aren’t immediately obvious.

Rob Israch
CMO

The Challenge

Tipalti needed an intelligent solution to automate their list building process for ABM, and leave marketing free to focus on creating effective campaigns.

Traditional lead and account list vendors can provide net-new accounts and leads, but they’re very blunt objects, and generate a huge amount of extra work for Marketing.

Typically, a significant portion of the data will be inaccurate, out of date, incomplete, or duplicates of prospects you already have. That means hours of extra data management and cleansing work, as well as wasted time, money and effort on bad data.
The Solution: **Look-Alike Modeling**

Tipalti found their solution in Leadspace’s unique Look-alike Modeling capability to automate their target account list building process.
How it Works

Comprehensive, Real-time Data Coverage

Leadspace enriches Tipalti’s 1st party data with real-time data from more than 40 3rd party sources—including social signals, firmographic & intent data, and data from the open web—for the highest possible level of accuracy.

Look-Alike Account Modeling

Leadspace then used Deep Learning Artificial Intelligence (AI) to analyze the anatomy of Tipalti’s best customers, and found net-new accounts which closely resembled them. These included prospects they had never heard of or wouldn’t have realized were qualified.

AI Modeling

Using Leadspace’s AI-powered Predictive and Persona Modeling, Tipalti can predict which accounts are most likely to buy, or any number of other criteria, and score their account list accordingly.
Integrated into Salesforce
Using Leadspace’s turnkey Salesforce Connect integration, Tipalti simply imports their account lists into Salesforce to get started on their ABM campaigns immediately.

Full Visibility into Accounts
Leadspace then ensures those accounts are populated with qualified leads, providing net-new leads where account penetration is lacking.

Killer ABM Campaigns
Now Tipalti know which accounts to target, and the right individuals within those accounts to engage with.
Leadspace’s AI approach is much more tailored than what you get with generic predictive systems.

Leadspace takes a highly engaging, personalized approach that works for our business. It gives us the confidence that the data is always right. And if Leadspace ranks a prospect highly, we know it’ll be a good fit.

Now, I can work with complete trust that they know who to go for, and who to prioritize.

Kathryn Dean
Marketing Operations Manager
Use AI to Find the Ideal Customers You Didn’t Even Know Existed