BloomReach Sources 78% of Net-New Pipeline with ABM Driven by Leadspace

Leadspace

The Customer

BloomReach has created a new technology layer businesses can plug into to increase their products' and services' visibility on the Internet. Their core technology—the Web Relevance Engine—uses natural-language processing and machine-learning to algorithmically understand website content and visitors, matching it with demand and intent data from across the Web.

The Challenge

BloomReach was an early adopter of account-based marketing (ABM) to better reach their target audience of leading e-commerce retailers like Neiman Marcus, Nordstrom, and Staples. Chief Marketing Technologist Jason Seeba knew he needed to identify the right people in target accounts. He also needed up-to-date contact information, demographics, and firmographics to better focus demand gen and sales development efforts.

BloomReach provides organic search, personalized site-search and digital marketing and merchandising applications to its customers. Jason and the BloomReach marketing team needed a better way to segment their target audience and determine which product was the best fit for each prospect. Segmenting leads by titles or behavior wasn't going to be enough; they needed to understand their prospects on a deeper level.

THE RESULTS

78% of net-new leads were sourced using Leadspace
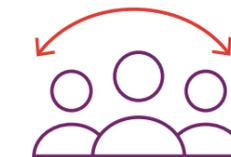
Improved reach and return of new product launch campaigns

Maximized Salesforce investment with better data

The Solution

Jason and his team use Leadspace Customer Data Platform's real-time data enrichment and AI modeling capabilities to discover net-new leads with up-to-date contact information.

Built on BloomReach's unique Ideal Customer Profile, Leadspace:

- identifies the best prospect names already in BloomReach's target account lists;

- discovers net-new prospect accounts and the most relevant leads/contacts in each;

- enriches the list with over 80 fields of highly accurate, real-time data.

In launching new BloomReach products, Jason used Leadspace's AI-powered predictive modeling to score prospects against each BloomReach product, once again using custom-crafted Ideal Customer Profiles.

Leadspace expanded the BloomReach target account list and delivered information on the most relevant people.

Leadspace

Leadspace's AI Modeling:

- analyzes each lead's fit, intent, and behavioral data;

- scores them against BloomReach's Ideal Customer Profile to identify the highest-value prospects most likely to buy;

- identifies which products a BloomReach SDR should pitch to each target based on the prospect's interest and intent.
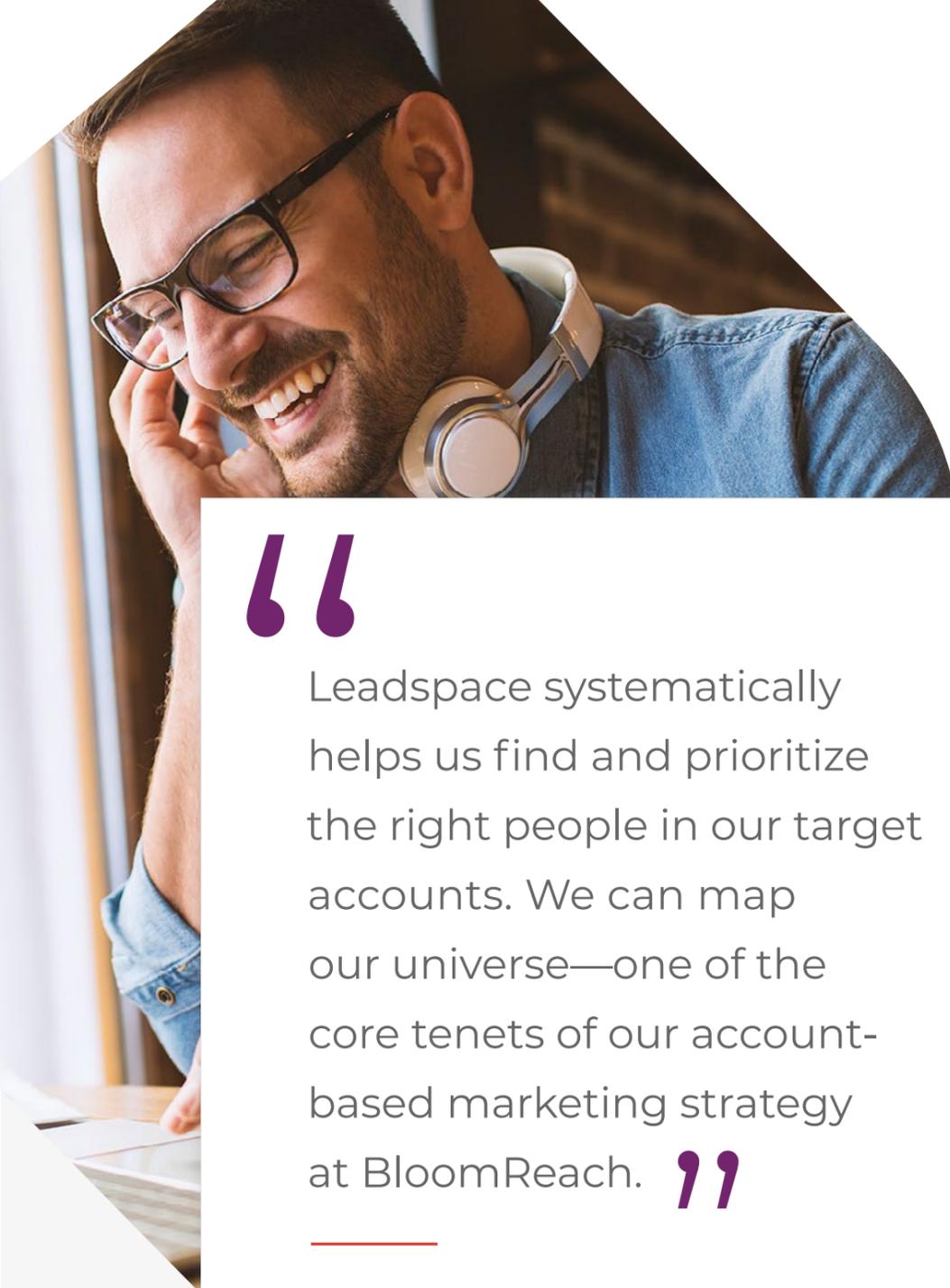
> "
> Leadspace systematically helps us find and prioritize the right people in our target accounts. We can map our universe—one of the core tenets of our account-based marketing strategy at BloomReach. "

Jason Seeba
Chief Marketing Technologist

leadspace

The Results

More Reliable Pipeline

BloomReach's own analysis of opportunity by lead source shows Leadspace provides the names that account for 78% of net-new pipeline.

Optimized Marketing ROI

Leadspace uses Artificial Intelligence to show Jason the quality of every lead source, so he can better analyze the ROI of programs like tradeshows or webinars the moment they end.

More Effective Engagement

Jason sets SDR priorities by target accounts and Leadspace lead scores, so BloomReach can continually focus on quality engagement with the best prospects.
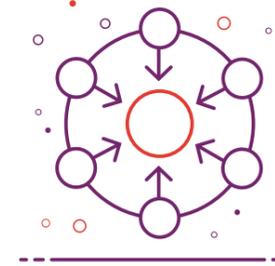
Better CRM Data

Leadspace connects to Salesforce to automatically update when prospects move to new companies, so BloomReach can better focus its campaigns, account management, and outbound prospecting efforts on the right people.

Leadspace

Improve your Pipeline and Succeed at ABM with Leadspace

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