

CASE STUDY

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# Dynamic Signal Personalizes ABM at Scale, Increases Conversion Rate 20%



## The Customer

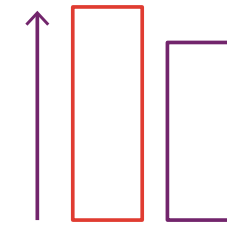
Dynamic Signal is the leading Employee Communication and Engagement Platform, connecting organizations with their most valued asset—their employees. Hundreds of companies across every business sector, including more than 30% of the Fortune 100, increase brand equity, reduce risk and grow their businesses using Dynamic Signal to securely deliver personalized, timely information to millions of employees around the world, on the channels and devices they prefer.

## The Challenge

Dynamic Signal's go-to-market strategy is based around account-based marketing (ABM). Their large SDR team, led and supported by Marketing, are tasked with generating highly-qualified pipeline for Sales, through targeted outreach via calls, emails, personalized videos, and direct mail.

To execute such a precise, personalized strategy at scale, Sales, Marketing and SDRs must align on the right accounts and people to engage, and have accurate contact details.

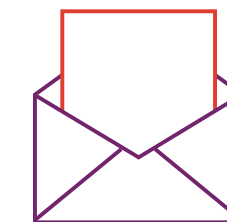
### THE RESULTS



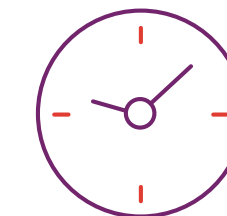
**20% higher**  
conversion rate with  
predictive scoring



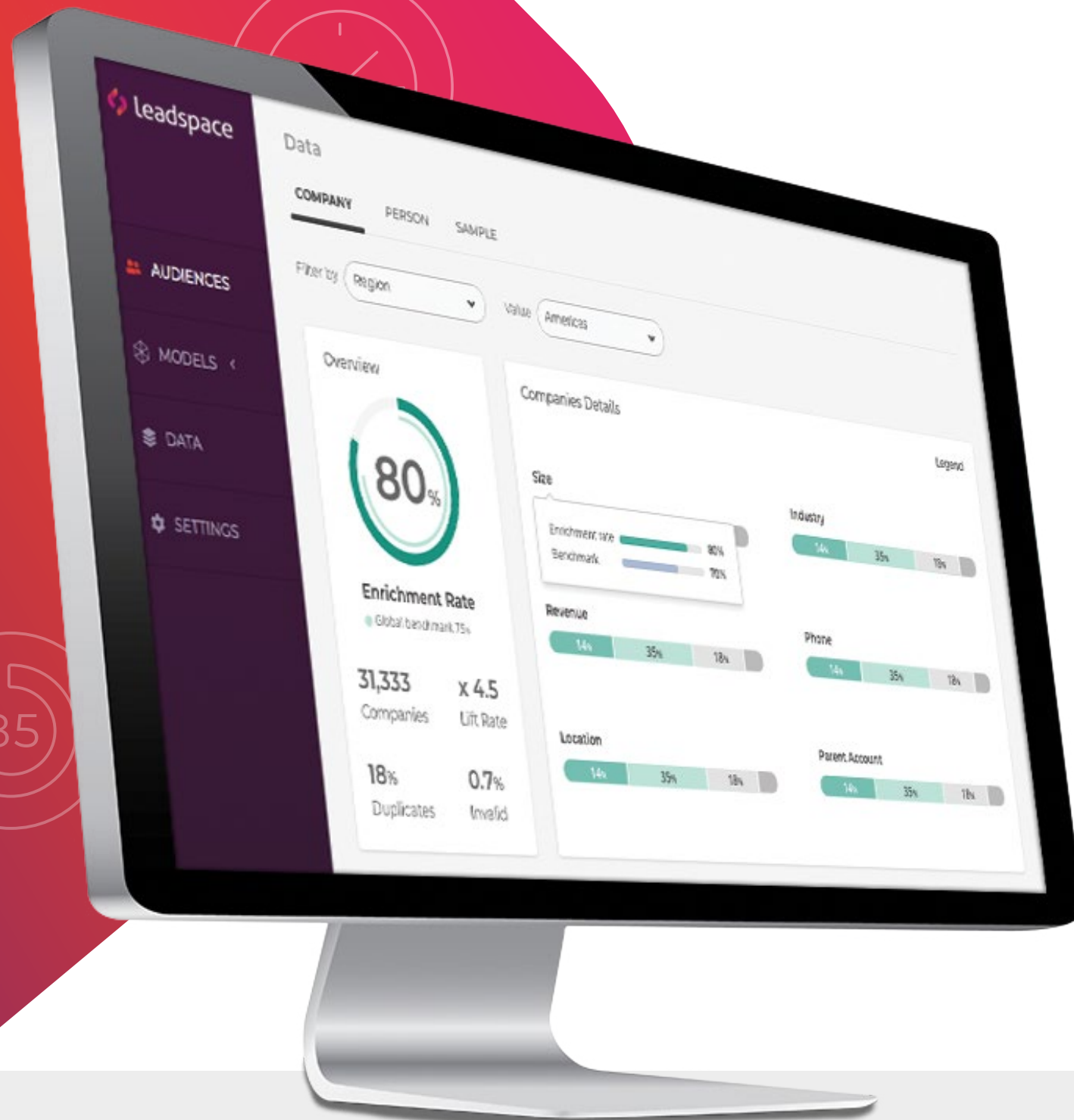
**10,000** net-new  
ideal personas in  
target accounts



**87%** direct mail  
delivery rate



ABM team **saves**  
**66 hours** per quarter



## The Solution

Dynamic Signal uses the Leadspace B2B Customer Data Platform to enable highly-personalized, targeted ABM campaigns, utilizing real-time data enrichment, custom ideal buyer personas and scores, and predictive scoring.



“

Leadspace is a strategic partner. It gives you the ability to do things that would be very hard or impossible to do otherwise.

Leadspace is more than just a great technology. Behind the platform there's a group of really smart people who are invested in your success, sharing all sorts of recommendations, best practices and what's working across the industry. ”



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**Jason Seeba**

SVP Marketing and Revenue Operations

# Predictive Scoring: Mapping the “DNA” of their Ideal Customer

Establishing an accurate Ideal Customer Profile is key to maximizing Sales and Marketing’s efforts—all the more so with ABM. But a truly effective ICP requires a uniquely deep level of data granularity and accuracy.

Jason Seeba, SVP Marketing and Revenue Operations, used Leadspace to build ICPs and predictive scoring models, combining unrivaled 3rd-party data coverage with advanced Artificial Intelligence (AI) to identify the key attributes of Dynamic Signal’s best customers. Prospects are then categorized as A, B or C accounts based on their score.

“There’s a fingerprint, or DNA, of an ideal company, that you can’t deconstruct manually because it’s so much more than just industry, market type or company size,” says Jason. “That was reflected in our results. Our As, Bs and Cs were evenly distributed among industries, sizes, and markets.”

After monitoring the predictive model for several months as an experiment, folks on Jason’s teams discovered an astonishing fact: while Leadspace C accounts accounted for 30% of initial meetings booked, they only accounted for 10% of late-stage pipeline, and 7% of total revenue.



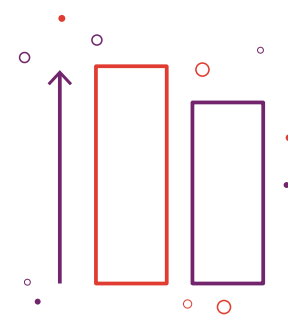




A and B accounts—which made up 70% of total bookings—accounted for over 90% of late-stage pipeline and revenue.

“Dynamic Signal is on a mission to transform the employee experience by changing the way companies communicate with their employees. It’s important to us that we add value—not waste people’s time. But without the right data, we were, at times, focusing on the wrong people. We’d chase accounts through half the sales cycle—and then they would end up being low ARR or not converting at all, which is a bad experience for our employees and our prospects. We wanted to fix that,” said Jason.

“So 30% of our efforts accounted for less than 10% of our revenue. Being able to quantify that and know exactly where we’re wasting our efforts is a marketer’s dream. That’s wasted effort and budget throughout the entire buying cycle, which we can now focus in more effective ways.”



Dynamic Signal has **increased conversion rates 20%**, by focusing all of Sales, SDRs and Marketing’s outbound efforts on Leadspace-scored A and B accounts.

## Scaling ABM Success: It's All About the Data

Data quality and coverage is another critical condition for successful ABM.

To ensure their data is always accurate, Dynamic Signal uses Leadspace to enrich their Marketing and Sales databases in real-time, on both the account- and person-level, directly inside their CRM and Marketing Automation Platform. Leadspace appends 80+ data fields to each record, so Marketing, SDRs and Sales can focus on engaging prospects effectively, instead of worrying about data.

The benefits have been particularly dramatic for the ABM team, which sends over 4,000 direct mail pieces each quarter. Using Leadspace to automatically enrich every prospect with the correct mailing address—rather than manually sourcing, verifying and inputting each one into Salesforce—the **ABM team saves an average of 66 hours per quarter, and achieve an impressive 87% delivery rate.**

“Direct mail is a really effective way of speaking directly to the people we really care about,” explains Meredith Gadoury, Director of ABM and Demand Generation.

“But on this scale, it’s a campaign I wouldn’t even consider without Leadspace.”

“

Leadspace has enabled us to build an efficient and scalable go-to-market.

With ABM, you have to build the data foundation, and Leadspace is the best partner to do that. We’ve looked at and used other tools, but Leadspace is definitely the most trusted source of data. ”

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**Jason Seeba**

SVP Marketing and Revenue Operations



# Driving Personalized Engagement with Ideal Buyer Personas

Dynamic Signal uses Leadspace to create custom ideal buyer personas, to identify the decision-makers and influencers within their target accounts, and engage them with highly-personalized, relevant content.

Rather than focus on superficial data like job title or industry, Leadspace uses AI to combine a vast range of customer data—including job roles and responsibilities, installed technologies, expertise, and more—into ideal buyer personas.

Leads are then scored against these personas, so Marketing know exactly who their best prospects are, and what message or content will resonate with them.





“

Leadspace feels like an extension of our Marketing team—it’s integral to everything we do.

In terms of our technology stack, it’s on the same level as what Marketo is to us. It’s totally changed the way we do marketing.”



**Meredith Gadoury**

Director, ABM and Demand Generation

“In ABM, having good account coverage is critical,” explains Meredith. “Now we can populate every A and B account with our target personas, and focus targeted marketing outreach and nurture activities on them.”

“We’re able to do this automatically, because Leadspace enriches each contact with their contact details. We can also use the geographic data to plan local in-person Marketing and Sales events based on where our ideal prospects and clients are based.”



Jason and Meredith **sourced more than 10,000 net-new contacts** within their target accounts, using three custom buyer personas.

Discover how Leadspace can help you personalize  
your Marketing and succeed at ABM.

SCHEDULE A DEMO

