Tipalti

Case Study

Leadspace

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

The Customer:

tipalti

The Customer

Tipalti is the leading supplier payments automation provider.

The Challenges

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

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Typically, a significant portion of the data will be inaccurate, out of date, incomplete, or duplicates of prospects you already have.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.

The Results:

20% higher
conversion rate

13% increase
in target market reach

Automate
target account list-building

Highly accurate
effective ABM

How it Works:

Comprehensive, Real-Time Data Coverage

Leadspace enriches Tipalti's first-party data with real-time data from more than 40 third-party sources—including social signals, firmographic & intentdata, 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 Visability 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.

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.

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Marketing Ops Manager

Contact us today. leadspace.com/contact-us

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