

# 400% increase in sales leads for a global Financial Services Technology Company



## The Challenge:

Having established product market fit and securing the largest eCommerce platform as a customer, our client wanted to expand in 2022 into new verticals and territories rapidly.

## The Results:

Through an account-based marketing campaign with precisely crafted messaging for each vertical and buying persona, we executed a lead generation campaign with outstanding results;

- 200% increase in new business
- 400% increase in sales leads in the pipeline
- 4X increase in velocity through the pipeline

## The BBA approach:

The first of three steps was to translate the core product strengths and align them to the potential vertical and territories to assess the best Go To Market growth strategy, which ended up being 'Penetrate'.

The imperative of the "penetrate" GTM growth strategy is to build upon businesses existing strengths within verticals where there is established credibility and where the product and service are proven. This growth strategy enables a company to leverage existing proof points, demonstrate industry expertise and reduce the demand for expensive customer software development.

Working closely with the CEO, Sales Director and CMO, BBA scoped the best verticals and territories to target. Alongside the sales and marketing team BBA developed buying persona-based messaging. The messaging drove the account-based marketing programs to deliver results.

BBA scoped and deployed the Hubspot CRM as their chosen technology platform to automate and scale the process.

