LEAD COVERAGE

From Inbound to Hyper-Targeted:
How One Supply Chain Software Leader Accelerated Growth with ABM

THE CLIENT ❯

A global leader in logistics automation software, known for its commitment to innovation and exceeding customer expectations. This client offers intelligent software solutions that optimize order fulfillment and last-mile delivery for efficiency and growth.

THE MATH

$58M
in attributed revenue from high-value leads directly sourced from the ABM campaign.

1000%
ROI on programmatic advertising spend directly attributed to sourced leads.

47
days from campaign launch to securing an onsite visit with key-decision makers.

LEAD COVERAGE
We make market leaders.

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THE CHALLENGE ❯

This industry leader had a robust inbound marketing engine, but the leads weren't a perfect fit. They needed a more targeted approach to attract high-value prospects, nurture them, and ultimately drive sales. They had a vision for Account Based Marketing (ABM) but lacked the experience to execute it effectively.

THE SOLUTIONS ❯

LeadCoverage partnered with the client to launch a rapid 1:1 ABM program. Here's how we accelerated success:

Data-Driven Insights
We started with a small test campaign, focusing on high density storage for a select group of 75 target prospect accounts. However, data revealed a surprising opportunity. Analysis revealed a surge in buying signals for a specific robotics company within the target audience. We pivoted the ABM campaign strategy to build a strategic partnership, capitalizing on this real-time insight.

Agile Execution
Within just six business days, we executed a press release, social media blitz, and a targeted programmatic campaign backed by an automated email campaign highlighting the client's exciting new partnership. This ignited the ABM campaign, paving the way for email sequences, ad rollouts, and comprehensive content around this collaboration.

THE RESULTS ❯

1 Speed to Market
Pipeline revenue generation began in just 87 days after program launch.

2 Increased Engagement
The ABM campaign targeted 8,000 accounts, generating engagement from 3,000, including 1,200 net-new accounts.

3 Scalable Model
This program established the power of data-driven ABM. LeadCoverage continuously monitors client targets and adapts campaigns based on real-time intent data.