

LEAD COVER

ABM in Action: ODW Logistics' Journey to Pipeline Growth

THE CLIENT >

ODW Logistics is a third-party logistics company (3PL) providing end-to-end supply chain solutions including warehouse & distribution, e-commerce fulfillment, transportation management, freight brokerage, and supply chain design.

THE MATH

1:1 WINE CAMPAIGN:

- 17 Accounts Reached
- 14 Accounts Engaged
- 41.1% Reply Rate
- 14.8% Meeting Booking Rate

1:FEW FROZEN FOODS CAMPAIGN:

- 731 Companies Reached
- 424 Companies Engaged
- 144 Conversations
- \$40M Total Pipeline
- \$28M Active Pipeline

THE OPPORTUNITY >

ODW Logistics was looking for ways to increase their pipeline by adopting an Account-Based Marketing (ABM) approach. Based on ODW Logistics's needs and what had worked for them before, LeadCoverage identified two different campaign strategies to meet their needs:

- We recognized an opportunity to expand their market share in a niche space based on the success of one of their Wine Distribution customers
- We uncovered that they had capability to re-distribute warehouse space to their Frozen Foods vertical pipeline which was an untapped niche with a \$0 pipeline

THE SOLUTIONS >

For both engagement strategies, LeadCoverage worked with ODW Logistics to drive adoption of an ABM approach by achieving team buy-in, communicating early and often, establishing shared goals, and implementing a routine and spotlighting early wins to encourage adoption.

WINE NICHE EXPANSION >

Given that this was a small niche, we developed a 1:1 ABM approach by identifying the existing customer success story and then identified 17 'look-a-like' target accounts that had shown intent related to their best recent sales opportunity. We then created a series of personalized touches, specifically based on the target account including, personalized landing pages, personalized email sequences and, personalized Ad packages. Utilizing Intent Data, we identified the key areas of interest for each account and built out a bespoke experience for each, ensuring the decision makers trusted we knew and could resolve their challenges.

FROZEN FOOD SEGMENT ENGAGEMENT



After ODW Logistics allocated warehouse space to this larger segment, we worked with them to implement a 1:few ABM approach to target accounts in their ICP that had shown intent related to their niche pain in the past 45 days and were fairly early in their buyer engagement journey based on the intent signal mix we saw. We then created a series of personalized touches, specifically based on the target account including personalized email sequences, personalized ad packages and an ABM-backed Paid Media Blitz. For paid media, we used a 'blanket' approach to increase awareness and engagement of our target sequences, driving additional success later in the campaign.

THE RESULTS



Wine Fulfillment 1:1 ABM:

This motion drove results through hyper-personalization and intent knowledge. By tracking engagement meticulously, ODW Logistics reached out in the opportune moment to connect with prospects while they were actively engaged with their content.

Frozen Foods 1: few ABM:

As we saw conversions, we continued to track and optimize our messaging; utilizing the wins as a formula for modifying the target criteria and GTM strategy; ensuring continued success




CONCLUSION



Working with ODW Logistics has been a game-changer, showcasing just how powerful an Account-Based Marketing (ABM) approach can be when it comes to unlocking growth in niche markets. By zeroing in on the wine distribution sector and tapping into the previously overlooked frozen foods vertical, ODW Logistics didn't just expand their market share—they built a solid pipeline for future success.

In this ever-evolving landscape, ODW Logistics is not just keeping pace; they're setting the stage for sustained growth and innovation. And that's what it's all about—driving results and making a difference in the industry.



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