

76%

peak email open rate

14%

lead to opportunity rate

40%

email CTR for specific sub-verticals

In an ever-increasing B2B market cutting through the noise is getting harder each day. One way to increase sales success is to implement an account based approach, tightly combined with various digital marketing activities.

This is how we helped Tyntec amplify sales by identifying every account and personas in each targeted vertical and implementing successful ABS and ABM campaigns.

The Client .

Tyntec, with HQ in Germany, is both a disrupter and a supporter of the telecom industry. They provide their customers with the technological infrastructure to power their communication and reach people globally. During their 15 years of experience, Tyntec empowered organizations of all sizes – from OTTs to enterprises to local start-ups.

The Challenge .

- Fill the pipeline with the custom account and contact data so to speed up the outbound sales
- Set up a system for closing high-value accounts by amplifying the results with ABM

Tyntec has expanded into new markets in recent years. Penetrating new markets requires increased efforts from sales and marketing teams.

Once the company starts expanding exponentially it is hard to maintain the constant inflow of new customers.

Tyntec's pipeline needed a constant flow of high-quality contact data and leads in order to solidify revenues, so they turned to Market Republic in order to align and amplify their sales and marketing efforts

Objectives

The goal was to develop a cross-department process and campaigns so to align marketing and sales in order to serve the same, personalized messaging to the predefined accounts and buyer personas. From cold email, remarketing campaigns, custom audience targeting to discovery calls.

This required an intelligent strategy consisting of the following elements:

- Analyzing existing customers in order to understand expanding niches;
- Identifying decision-makers and influencers with the highest converting probability;
- Fueling worldwide outbound sales pipeline with the highly targeted and handpicked contact and account data
- Optimizing global advertising campaigns to target the same accounts and specific buyer profiles that were also a part of the ongoing outbound sales email campaigns
- Defining specific messaging and VPs for each of the pre-identified verticals and sub-verticals

The Solution .

Market Republic data and the digital team created an account based approach, as the most effective way of getting business deals from mid to high-value prospects.

This strategy requires close coordination between different departments, highly accurate data on individual accounts and buyer personas, and a meticulous, personalized messaging to different decision makers and influencers.

Phase 1. (Research & Insight)

Comprehensive analysis

Based on the characteristics of the existing Tyntec customers and a wish list of accounts the company provided, Market Republic was able to identify the ideal customer profile and individual buyer personas.

Custom Data list building

Using the characteristics of Tyntec's ideal customer profile Market Republic leveraged a mix of various sources and it's semi-automated data collection process to build a list of targeted accounts.

Once we had the list of accounts, our team of researchers collected the contact data matching buyer personas where our team used 4 step data quality control process to assure the highest data accuracy and quality.

Phase 2. Digital Engagement

The second phase in our strategy was to initiate personalized communication for specific verticals and individuals by using tailored messages.

For this purpose, we used personalized email threads and LinkedIn advertising options.

Email threads which garner response

Market Republic delivered complete sales email threads for different verticals.

Messaging in a particular email thread was focused on solving a specific pain point of the prospect within the vertical.

For that purpose, different resources were used in order to provide credentials and convey Tyntec's expertise through case studies and various website content.

During our collaboration, 5 verticals and 6 - 9 sub verticals (on average) were tested with targeted messaging spanning across 5 to 7 emails per thread.

Re-engage with LinkedIn Advertising

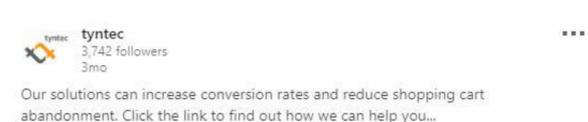
Market Republic set up custom audience campaigns on LinkedIn, which targeted decision makers who had been also included in Tyntec's email campaign.

The goal was to remind them that their pain points can be easily solved with Tyntec solutions.

Each LinkedIn campaign consisted of two elements - Sponsored Content Ads and Sponsored InMail. Ads were running in parallel with sales email outreach, while Sponsored InMail was sent after the initial email campaign, so those who hadn't responded up to that point were targeted once more.

When a company targets many different verticals it can be difficult to communicate value propositions for all verticals from the company's LinkedIn page without causing confusion.

That is why Market Republic decided to go with direct sponsored content within the LinkedIn's advertising platform, again leveraging the prospect list build for sales email campaigns.



This approach allowed the company to use different messaging for each specific audience without cluttering the user's LinkedIn page and, at the same to amplify the effects of outbound email campaigns.



We have also used sponsored InMails as a part of the campaign so to directly target decision makers and deliver highly personalized message with a strong call to action.

The Result .

During these multi-channel account based selling campaigns we managed to experiment fast and align marketing and sales activities to target the same personas and accounts of a very granular sub-verticals. We have amplified the overall results with:

- Email open rates peaked at 76%
- Lead to opportunity peaked at 14%
- Achieving up to 40% email click through rate for a specific sub-vertical

Here is what Stephanie Wissman, Vice President Digital and Growth at Tyntec said about our work



By combining the efforts of sales and marketing we were able to better identify and target our potential clients across various verticals. This allowed us to gain better results and test fast. Market Republic's strategic approach, knowledge and agility in prospecting and digital marketing is irreplaceable.

STEPHANIE WISSMAN
Tyntec



About Market Republic

Market Republic is a new breed of outsourcing agency helping B2B startups and growing companies strategically organize and execute inside sales and digital marketing activities to achieve new levels of success.

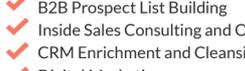
Marketing and sales professionals around the world rely on Market Republic to enable targeted and cost-effective growth by utilizing the best Account Based Sales and Marketing strategies and tactics.

Our list of clients includes media giant Thomson Reuters, heavyweights from the Telco industry – Twilio and Apigate, aspiring B2B tech companies such as Purple WiFi, Guidance, Quid, IPification, Wiredrive, Intelisale and many more.

Give us a call and choose services fit for your needs.

We can help you with:

- ✓ B2B Prospect List Building
- ✓ Inside Sales Consulting and Outsourcing
- ✓ CRM Enrichment and Cleansing
- ✓ Digital Marketing



Ready to Empower Your Growth with Superior Data?

[Get started](#)