

Well Qualified

CASE STUDY



**Driving Growth for
SaaS: A Partnership That
Delivers Results**



Industry

Technology

Company Details:

SaaS is a leading software solutions provider of pricing, profitability, and data management software specifically designed by distributors for distributors.

The fact is that most wholesale distributors struggle with maintaining consistent profitability. SaaS is changing that. As an industry leader, SaaS is dedicated to helping distributors and wholesalers maximize profits with innovative software solutions. With a focus on pricing optimization, and customer and product segmentation, SaaS is revolutionizing the way their customers approach their businesses, leading to increased profitability and efficiency.

Tech Stack:

HubSpot

leadfeeder
now  **dealfront**



 **DIRECT MARKETING
PARTNERS**

Five9[®]

Challenge:

Winning Prospect's Trust in a Risk-Averse Industry With Limited Resources

SaaS faced the challenge of building trust and brand recognition in an industry where prospects were hesitant to make significant changes to their critical systems. Distributors and wholesalers typically operate on thin profit margins, making them relatively risk-averse when it comes to adopting novel, tech-driven solutions. As a result, despite trying traditional marketing tactics, SaaS struggled to make a lasting impact. In addition, a lack of understanding and familiarity with SaaS's offerings often led to good prospects dropping off at various stages of the buyer's journey. This lack of trust and awareness became a significant obstacle for SaaS, hindering their ability to effectively engage and convert their target audience.

“Leveraging the partnership between Magic Lamp, Vuepoint, and DMP has accelerated our growth and brought a level of expertise in Account Based Marketing that we couldn't find elsewhere.”

–Jason Dyer, CMO

Plan:

Leveraging a Strategic Alliance with Magic Lamp, Vuepoint, and Direct Marketing Partners (DMP)

To overcome this challenge, SaaS teamed up with Magic Lamp, Vuepoint, and DMP, three marketing powerhouses specializing in different areas of the marketing funnel. Following an initial assessment, they developed a comprehensive Account-Based Marketing (ABM) strategy and tactical roadmap. This approach aimed to identify ideal accounts and guide them through the customer buying journey, from raising initial brand awareness and nurturing leads to securing qualified meetings and closing deals with the SaaS sales team, all while tracking funnel conversion metrics throughout the process.

Execution:

A Holistic, Multi-Dimensional ABM Approach

The combined team of ABM experts became the driving force behind the ABM strategy. The prospecting effort known as their “Surround Sound” approach targeted only high-quality ideal customer profile (ICP) defined accounts and contacts, engaging them across the entire digital landscape while simultaneously leveraging Sales Development Reps (SDRs) for personalized outreach through calls, voicemails, emails, and LinkedIn messaging. This comprehensive approach guided potential customers through the buying journey with highly engaging touchpoints, optimizing each step to eliminate marketing waste and prioritize business growth.

A critical first step was addressing the challenges in the initial prospect database. Utilizing the ICP, DMP's data team cleaned, enriched, and expanded the dataset. Magic Lamp managed marketing operations, while DMP managed the SDR team for SaaS. Custom CRM dashboards were created to track engagement and opportunity metrics, providing valuable insights into the ABM strategy's effectiveness.



Vuepoint focused on top-of-the-funnel lead generation and conversion-based marketing through pay-per-click (PPC) and paid social advertising. Initially targeting SaaS's niche audience with paid search campaigns, they pivoted to LinkedIn ads for hybrid campaigns that boosted brand recognition and optimized lead submissions.

Magic Lamp's mid-funnel marketing technology and automation expertise complemented DMP's role in guiding prospects through the customer journey. DMP's Inbound Lead Qualification & Inquiry Management Services, combined with SDR outbound nurturing, played a crucial part in pre-qualifying prospects and scheduling appointments for the SaaS sales team.

During prospecting, DMP's data-as-a-service team identified anonymous ICP company contacts visiting the SaaS website. Based on intent signals, each account and contact was researched and added to the nurture workflows. SDRs engaged high-scoring prospects with tailored phone calls, LinkedIn messages, and emails, resulting in 70% of booked meetings advancing to opportunity territory.

“The results we’ve seen from our partnership with Magic Lamp, Vuepoint, and DMP have been nothing short of impressive. They’ve helped us generate high-quality leads and provided a comprehensive ABM strategy that covers every stage of the customer journey, ultimately leading to higher conversion rates. Their unique combination of skills, knowledge, and expertise has truly made a difference in our business, and we look forward to continuing our collaboration for even greater success in the future.”

–Jason Dyer, CMO



Ready To Get Started?

Ready to overcome your marketing challenges and achieve breakthrough results? Let our team guide you through a proven ABM strategy tailored to your business.

[Take the First Step today.](#)

Results:

Accelerated Growth and High-Quality Leads

Through their collaboration with Magic Lamp, Vuepoint, and DMP, SaaS saw outstanding pipeline-building results from their ABM strategy. In less than three months, SDRs booked 40 sales meetings, and LinkedIn campaigns initiated eight high-value lead conversions. Additionally, 24 resulted from marketing efforts and 16 from DMP's SDRs working the database. Of those 40 meetings, 28 became opportunities, and six closed deals generated \$234,000 in revenue, with an additional \$279,000 still in the sales pipeline.

With a well-coordinated ABM approach and expertise at each stage of the marketing funnel, SaaS broke through the noise and connected with their target audience, paving the way for future sales growth and success.