WE'RE REALLY HAPPY WITH THE HIGH-QUALITY LEADS DELIVERED – PARTICULARLY DUE TO COMBINING OUR TARGET ACCOUNT LIST WITHIN THE CRITERIA! INBOX INSIGHT'S ABILITY TO DELIVER ACCOUNT-BASED MARKETING ACTIVITIES IS EXCELLENT.

Campaign Objectives:

In order to build pipeline in DACH and convert key prospects within F5's target audience, Inbox ran an InboxENGAGE campaign with a focus on reaching people within a target account list. The main objectives for the campaign included:

- Grow marketing database and build pipeline
- Reach, attract and engage key high-quality prospects from F5's Target Account List – made up of relevant companies across specific industries
- Utilize content marketing to build and nurture strong relationships with prospects

Why Inbox Insight?

More and more organizations are turning their attention to account-based marketing - and seeing improved ROI as a result. With InboxENGAGE, Inbox Insight were confident in being able to deliver marketing qualified leads from F5's target account list, using multi-channel to reach and engage key prospects.

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Campaign Overview

Company Industry: Technology

Market Offering: Application Security, Application Development and Cloud Management

Target Audience: When defining the target audience for this campaign, Inbox Insight worked closely with F5 to ensure all needs were met. Whilst the target account list was the priority, other elements of criteria were also provided, enabling Inbox Insight to get more granular with audience relevancy. The target audience was defined by:

Key priority: Target Account List

Industry: All industries, with a priority on Automotive, Finance and Telecommunications

Company Size: 1000+ employees for Germany

Job Titles: IT Manager + / Security, Network, Development and Data title

Region: DACH

Content

With the support of **Inbox Insight's in-house campaign optimization team**, F5 took a strategic approach to content amplification, utilizing three of their best educational thought leadership reports to drive reach within their **target account list**. In order to engage their prospects effectively, the reports are focused around addressing the **core pain points** of the target audience.

THESE PAIN POINTS INCLUDE:

(!) The decision as to whether to roll out container-based technologies, and the challenges associated with doing so

(!) The introduction of automation in DevOps and NetOps environments

(!) Addressing silos within Security departments

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Inbox Insight's in-house campaign optimization team focused on enhancing the performance of the content across the channels included within the Inbox**ENGAGE** product. This meant creating:

- 70-100 word extracts, to best captivate the audience and encourage response
- Performance-driven subject lines, using the knowledge we've developed over years of email marketing practice
- Bespoke landing pages, individually created to best get to know the prospect
- Nurture follow up emails, providing more information and further valuable content to the prospect
- Translations of all listed above, with this being amplified to the DACH audience.

Channels

With the right content and audience identified, all that was left to leverage was the right channel. InboxENGAGE was the perfect product for F5 in order to reach relevant business decision makers and generate marketing qualified leads.

As the prime tactic was content amplification, Inbox Insight published F5's assets in their industry-specific email publications. As each bulletin is optimised for deliverability and broadcasted to GDPR-compliant and highly-engaged community subscribers, F5's content was amplified and consumed by a wide and international audience.

Further, due to the specific target account list being prioritised, personalised data-driven sends were utilized to focus on the key prospects F5 had identified as being part of their ideal criteria. This meant looking at varied email formats to optimize performance and provide a greater user experience for our community.

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Performance and Analytics

To ensure all leads generated matched the criteria set by F5, a dedicated team of Campaign Reporting Executives analysed and qualified each individual lead, carrying out background and relevancy checks wherever necessary. For F5, leads were specifically cross-checked across the target account list throughout the campaign to ensure we remained on track.

The results

Across the 90 day deadline, the lead target was reached, providing F5 with the desired volume of high quality business leads entirely from their target account list.

Campaign Insights

The most popular piece of content throughout the campaign was 'Neue Sicheheit in Devops-Umgebungen' [New Security in DevOps Environments]. This was requested by all prospects provided on the campaign, highlighting to F5 the success of this report. This also aligns with our latest research from our community, which highlights that Information Security is the topic area that IT professionals are most interested in this year.

Further, the ability to efficiently provide all marketing qualified leads from the target account list emphasises F5's skill in successfully identifying their ideal buyer persona and building a target account list based on real intent. This enabled the campaign to run smoothly and effectively, with all targeted communications performing well and igniting response.
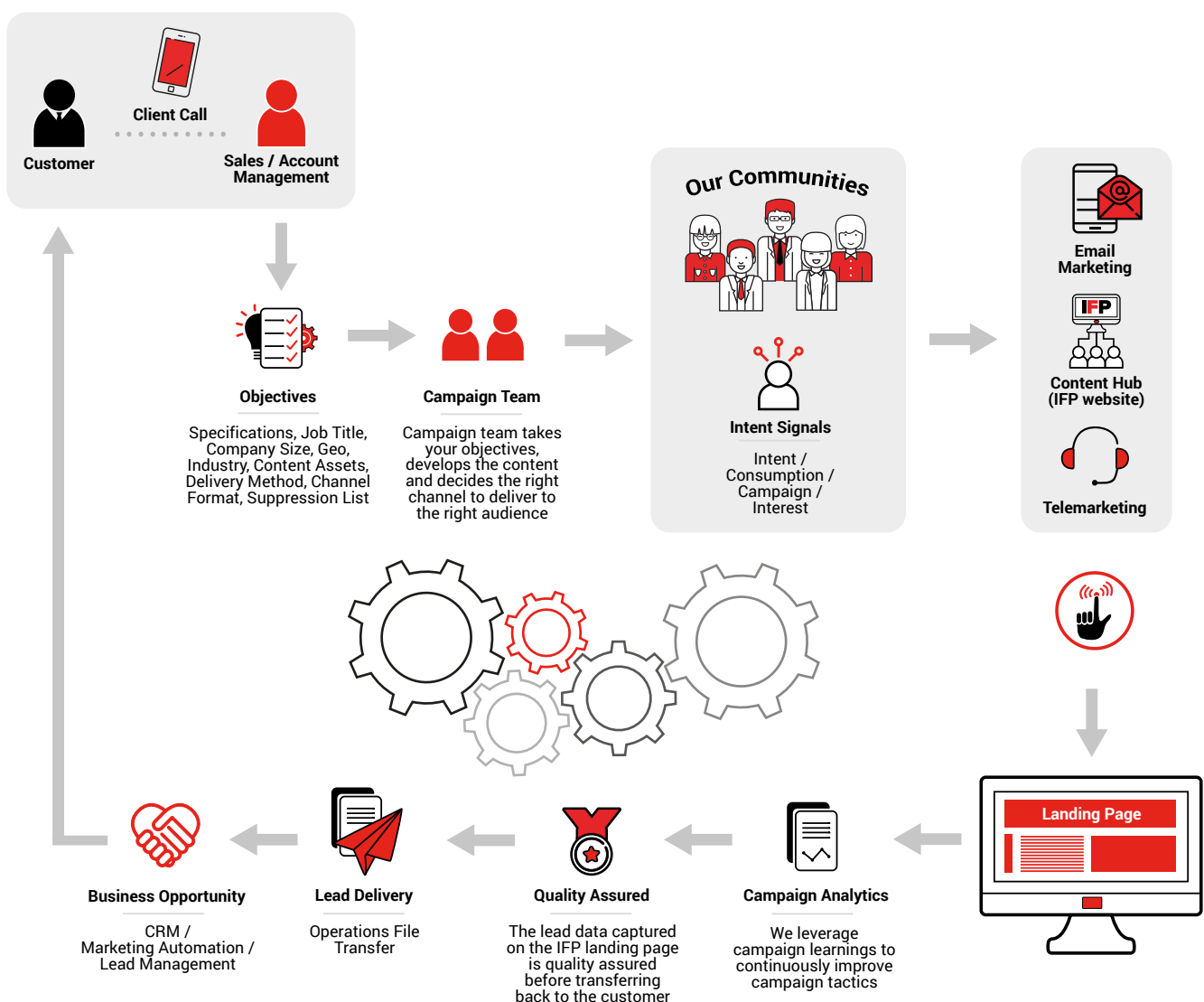
InboxInsight

Inbox**ENGAGE**

Inbox**ENGAGE** reaches relevant business decision makers and establishes your brand as a thought leader. It uses multi-channel campaigns to deliver your content to relevant prospects.

We generate **Marketing Qualified Leads** that fuel your marketing automation or sales pipeline.

Each lead is verified as opted-in, and we can support you in discussing the right nurture strategy that will maximise conversion.

Customer

Client Call

Sales / Account Management

Objectives

Specifications, Job Title, Company Size, Geo, Industry, Content Assets, Delivery Method, Channel Format, Suppression List

Campaign Team

Campaign team takes your objectives, develops the content and decides the right channel to deliver to the right audience

Our Communities

Intent Signals

Intent / Consumption / Campaign / Interest

Email Marketing

Content Hub (IFP website)

Telemarketing

Landing Page

Campaign Analytics

We leverage campaign learnings to continuously improve campaign tactics

Quality Assured

The lead data captured on the IFP landing page is quality assured before transferring back to the customer

Lead Delivery

Operations File Transfer

Business Opportunity

CRM / Marketing Automation / Lead Management

Learn More about InboxENGAGE

InboxInsight