



In just **6 months**, a San Francisco-based

SaaS COMPANY

achieved an
outstanding

6X ROI

with **Only B2B's** ABM campaign.



About the Client



The client is a Software as a Service (SaaS) company headquartered in San Francisco.

They offer innovative cloud-based solutions for businesses in various industries, focusing on enhancing productivity, streamlining operations, and improving overall efficiency.

Top Challenges Faced

The SaaS industry is highly competitive, making it challenging to stand out and capture the attention of potential customers. With traditional marketing efforts, our client struggled to reach and engage with high-value accounts. The generic marketing strategies resulted in low conversion rates, as they failed to resonate with individual target accounts. Seeking a more effective solution, they decided to partner with a lead generation company that could help them reach high-value accounts and boost conversions. That's when they chose Only B2B for qualified lead generation.



Our Campaign Highlights:

We at Only B2B focus on prioritizing quality over quantity when it comes to lead generation. Our main approach in assisting this SaaS firm was to identify highly qualified accounts and engage them through personalized outreach.

To do this, we followed the strategy below



Strategies We Followed



Identified Target Accounts

We collaborated with the SaaS company's marketing and sales teams to pinpoint high-potential accounts based on criteria such as company size, industry, and partnership potential.

Reached out to Prospects with Personalized Messaging

We reached out to prospects through email, social media, and targeted ads, tailoring our messages to resonate with each target account. Addressing their specific pain points, we highlighted the value of the SaaS solution.



Content Development

We meticulously developed six targeted digital assets such as whitepapers, case studies, and industry reports centered around the pain points and value proposition of SaaS offering. These assets served as pivotal tools in capturing the attention of decision-makers.



Developed Multi-Channel Outreach

We deployed a comprehensive multi-channel outreach strategy to engage decision-makers within the target accounts. This included personalized communication across email, social media, and direct advertising channels.





Engagement and Follow-Up

Throughout the campaign, we closely monitored prospect engagement metrics, such as email opens, click-through rates, and website visits. Upon observing positive engagement signals, we promptly followed up with personalized actions, such as tailored demos and consultations.

Aligned Sales and Marketing Team

Effective alignment between sales and marketing teams is crucial for the success of any campaign. By fostering close collaboration and communication between the client's marketing and sales teams, we ensured a seamless execution of the ABM campaign.



Results

The SaaS firm saw great success running these multichannel ABM campaigns through Only B2B. Not only did they receive high-quality MQLs, but they also saw the success of a 6X ROI within the time span of 6 months, surpassing expectations.

Our targeted approach accelerated sales cycles, helping prospects move quickly through the funnel. Furthermore, our personalized messaging and content improved conversion rates and strengthened relationships, boosting customer loyalty and retention.

Below are a few of the highlight wins from the campaign



6X ROI boost



ABM (Account List): Identified 3,331 companies and 12,326 contacts



Successfully generated 1,900 Marketing Qualified Leads



Strengthened customer relationships

ABM enabled the SaaS company to allocate high-quality resources to high-potential accounts, optimizing marketing efforts.

Tailored messaging and content were instrumental in engaging decision-makers and driving meaningful interactions.

Close coordination between sales and marketing teams ensured smooth ABM execution, maximizing outcomes.



Key Takeaways

After partnering with Only B2B the San Francisco SaaS company achieved an outstanding 6X ROI in just 6 months. Through personalized outreach and seamless collaboration, we effectively targeted high-potential accounts, resulting in remarkable growth. This case study highlights the effectiveness of personalized marketing in boosting ROI and cultivating lasting customer relationships in the competitive SaaS market.