

Genesys Focuses on ABM with Madison Logic

CHALLENGE

As Paid Media Manager, Americas for Genesys, Eric Roesch oversees media buying, including paid social and paid search. Before partnering with Madison Logic, Genesys worked with an agency to do much of the heavy lifting; managers gave the agency their required parameters and the agency would execute a combination of ideal customer profile (ICP) and account targeting.

This strategy wasn't generating the results it needed, so Genesys decided to focus more on account-based marketing (ABM) and chose Madison Logic to help.

"We implemented an account-based everything approach," Roesch says. We needed to engage with the customers according to where they are in the funnel and deliver relevant content. We needed a partner that could do that for us."

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SOLUTION

Genesys wanted a solution that was global, scalable, and reliable, and Roesch knew that Madison Logic was the right partner to help accomplish its goals.

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Genesys started using Madison Logic's ABM Content Syndication to reach target accounts with relevant content. The company paired this with intent data from the ML Data Cloud to better inform its ABM content strategy on what topics its best accounts were researching. Additionally, Genesys used ABM Signals to feed their prospects' engagement data back into their marketing automation platform.

According to Roesch, "We recently launched an intent data campaign. When we see that a company or an account is showing interest, we capture that lead through Madison Logic as quickly as possible."

ABOUT GENESYS

Genesys® powers 25 billion of the world's best customer experiences each year. Its success comes from connecting employee and customer conversations on any channel. Every day, 11,000 companies in 100+ countries trust the #1 customer experience platform from Genesys to drive great business outcomes and create lasting relationships. Combining the best of technology and human ingenuity, Genesys builds solutions that mirror natural communication and work the way you think. Its industry-leading solutions foster true omnichannel engagement, performing equally well across all channels, on-premises and in the cloud.



Eric Roesch
Paid Media Manager
at Genesys

RESULTS

Roesch shared that Madison Logic has helped provide not only high-quality Marketing Qualified Leads or MQLs, but also Marketing Captured Leads or MCLs. “MCLs are unique leads that have all the complete data for us to market to them,” Roesch said. “We use this as a key top of the funnel metric because getting unique contacts for account expansion purposes has a great impact on our bottom line. Madison Logic does a good job of generating MCLs.”

Roesch wants to lean into ABM over the next year and plans to work with Madison Logic at a deeper level – including adding new tactics like Journey Acceleration™, which will allow him to reach multiple buyers with relevant content to achieve full-funnel coverage and accelerate the long buying cycle.

“We’ve already begun sourcing opportunities from ML – which is a great result...We have a long buying cycle, so being able to **take leads from our ML programs and convert them to opportunities** in less than six months is helping to **drive our marketing ROI.**”

“The biggest thing for next year is to continue to hone our ABM strategy to be more effective across the different stages of the funnel,” Roesch said. “In the future, we’ll move even more towards a Demand Unit Waterfall approach, where we can do a few smaller campaigns and continue to do some segmentation of higher vs. lower market. Madison Logic is a great partner for us to do exactly that.”

If you would like to learn more about how Madison Logic can help you [convert your best accounts faster](#), contact us at sales@madisonlogic.com.