

Vonage Finds a True ABM Partner with Madison Logic

Customer Story

- ↓ Decreased cost-per opportunity value
- ↑ Increased engagement rates with ABM campaigns
- ↑ Delivery of personalized and relevant buyer experiences for target accounts

Challenges

- Proving pipeline attribution and ROI from ABM campaigns
- Leveraging Vonage's CRM and customer data insights for an actionable marketing strategy
- Developing more effective KPIs to measure ABM success

Founded

1998

Headquartered

Holmdel, NJ

About Vonage:

Vonage, a global cloud communications leader, helps businesses accelerate their digital transformation by enabling communications that are more flexible, intelligent, and personal. The company's unified communications, contact centers, and programable communications APIs are built on the world's most flexible cloud communications platform and enable companies to transform how they communicate, operate, and create meaningful engagements from the office or remotely.

The Opportunity

Thomas Matthews, Senior Marketing Manager at Vonage, oversees the company's digital media and activation strategy within Vonage's Demand Generation team. His group is responsible for delivering marketing-sourced leads from multi-channel marketing campaigns to the Vonage sales pipeline. However, Tom and his team had limited visibility into revenue performance from each channel. Vonage needed to understand how to improve the performance of their overall account-based marketing (ABM) strategy and demonstrate ROI. Additionally, the team lacked supporting data to help identify and prioritize new target accounts while also utilizing CRM and first-party data.

Tom and his team recognized the need for data-driven multi-channel ABM, but required a partner that could offer services and support for adopting this strategy and provide comprehensive measurement and reporting to demonstrate true ROI to leadership.

The Solution

After meeting with and testing other ABM platform providers, Tom found a true partner in Madison Logic. Serving as more than just a solution provider, Madison Logic provides insights and strategy recommendations for Tom's team and other internal Vonage teams for every multi-channel ABM campaign. That level of support is something that Tom values the most, saying,

"Our experience with the Madison Logic support team has been great. One thing they do help with on an ongoing weekly, biweekly, monthly basis is more complex reporting. They'll bring in their Product Team, their Data Team, and Ad Ops just to make sure all our questions and concerns are addressed."

Thomas Matthew
Senior Marketing Manager, Vonage



Madison Logic helps Tom and his team execute a full-funnel, multi-channel ABM strategy with ABM Content Syndication, ABM Display Advertising, and Social Advertising with LinkedIn. “We leverage LinkedIn as part of our larger digital ecosystem. So lead acceleration, pipeline acceleration, and getting the right content in front of accounts at the right time. That’s probably been the most successful way we’ve used LinkedIn and how it fits within our larger ABM strategy.”

Vonage is also an active user of Journey Acceleration through the ML Platform integration with Salesforce, which Tom uses to tie back revenue to marketing campaigns through attribution modeling. As he explains, “All marketing teams have to prove attribution. A lot of programmatic and social media buys are somewhat influential tactics. So, it’s kind of harder to show a true ROI in a dollar form to leadership.”

The Results

Tom’s partnership with Madison Logic and the ML Platform has brought unparalleled visibility for all their multi-channel ABM campaigns, from top-of-funnel awareness to bottom-of-funnel opportunity acceleration. Now the Vonage team can access and understand important metrics that relate back to their marketing strategies, like conversion rates, the value of opportunities, and average deal sizes. “The integration with Salesforce is everything when it comes to our reporting because in the past, we haven’t really been able to show true ROI and that goes a long way with senior leadership. Madison Logic allowed us to leverage additional KPIs that we previously couldn’t. Over the last three years our engagement rates have increased, and our cost per opportunity value has decreased by at least 50% every year against our target accounts.”

Through a multi-channel approach and integration with Salesforce, the Vonage Demand Gen team achieves a full-funnel, always-on ABM strategy by dynamically serving content to the right people at the right time on the right channel. Madison Logic’s data helped Vonage segment its audiences, combine multiple datasets to prioritize the right accounts, and pull metrics on engagement to guide nurturing and pipeline acceleration. “I would definitely recommend Madison Logic. If anyone has an omnichannel digital investment strategy, I encourage you to look into their platform, it checks a lot of boxes.”

Looking to the future and after nearly seven years of partnership with Madison Logic, Tom is optimistic about the value of their full-funnel ABM programs, and Madison Logic’s part in evolving the strategy. “ABM is not a new concept, but what’s evolving is the technologies, the channels, and the way we’re able to reach people. It’s become more efficient and more effective, but the strategy remains the same. Anytime you can take advantage of a full-funnel program, you will see better success than trying to run one-off content syndication programs.”



Decreased cost-per opportunity value



Increased engagement rates with ABM campaigns



Delivery of personalized and relevant buyer experiences for target accounts

Madison Logic empowers B2B marketers to convert their best accounts faster by finding and engagement with the most influential individuals throughout the buyer’s journey. The ML Platform, the leading data-driven, multi-channel media activation and account measurement platform for the enterprise, enables organizations to identify and prioritize the best companies to engage, activate across multiple channels, and value the impact of their strategy to shorten sales cycles and positively impact ROI.