

Wolters Kluwer Accelerates Target Accounts Through its Sales Cycle with Madison Logic

Customer Story

15% conversion to closed won accounts

3x increase in target account engagement

↑ marketing-influenced revenue

Challenges

- Needed a stronger strategy to reach target accounts and engage with relevant content and messaging
- Decreasing volume of qualified accounts for sales pipeline
- Low win rates and wasted sales efforts due to high rate of invalid and unqualified accounts

Founded

1987

Headquarters

Netherlands

Wolters Kluwer (WKL)

is a global leader in professional information, software solutions, and services for the health, tax & accounting, governance, risk & compliance, and legal & regulatory sectors. We help our customers make critical decisions every day by providing expert solutions that combine deep domain knowledge with specialized technology and services.

The Opportunity

Wolters Kluwer is a global provider of professional information, software solutions, and services for clinicians, accountants, lawyers, tax, finance, audit, risk, compliance, and regulatory sectors. As the Marketing Manager for its U.S. Legal & Regulatory Division, Kristopher Patterson is tasked with acquiring and retaining US-based customers by communicating the value and insights Wolters Kluwer provides in enabling legal authorities to make critical business and legal decisions every day.

Targeting a buying committee that includes lawyers and legal counsel, Kristopher and his team must be strategic in the way they package their content and messaging to engage an audience that has a very specialized experience and needs—thus content and messaging must be hyper-specific and personalized. Kristopher came to Madison Logic with two concerns: How to find prospects and existing Wolters Kluwer customers that are searching for legal insights, and how often to engage and market to them to drive awareness of Wolters Kluwer's legal research and analysis dedicated to improving business and legal processes.

The Solution

Partnering with Madison Logic, Wolters Kluwer adopted an ABM strategy aimed at turning qualified accounts into opportunities within their sales pipeline faster. By showing Kristopher and his team ABM best practices from other companies similar in size, Madison Logic helped Wolters Kluwer optimize its ABM strategy. Kristopher and his team learned:

- where to communicate with customers
- how often to communicate with them, and
- what content resonates the best with each customer segment

Wolters Kluwer began with a 3-month pilot to drive higher account engagement and increase conversion to pipeline and revenue through Madison Logic's ABM Content Syndication and ABM Display Advertising. This program was so successful in driving lead acceleration that they extended the contract for 12 months and more than tripled their investment with Madison Logic.

As the organization brought on new leadership with new KPIs to meet business needs, Madison Logic's ABM solution was able to handle these new requests efficiently.

"Madison Logic delivered high-quality leads. We're hitting important customer characteristics like job title and industry. Before ABM, we were receiving about 30 to 40 leads per month. Now, we're receiving roughly 150 to 200 leads per month and we can close deals in the first month or two with about 15% of them."

Kristopher Patterson
Marketing Manager at Wolters Kluwer



The Results:

With the ML Platform, Kristopher and his team have greater visibility into important metrics like the engagement rate, touch rate, and content consumption behavior of their key customers to better inform their ABM strategy. Wolters Kluwer can also measure the increased volume in sales opportunities and win rates directly within the ML Platform. Madison Logic's ML Insights data, real-time performance measurement, and weekly reports provide valuable insights for marketing and sales to engage with customers as they progress through the buyer's journey. They're able to validate ABM campaign performance in Salesforce to demonstrate how Madison Logic is helping them shorten the sales cycle and increase marketing-influenced revenue and ROI.

"If I get a report from Madison Logic that indicates that my prospects are digesting tax law information or something about cryptocurrency, we can use that data to enable better sales conversations. Madison Logic's data can also tell us when to refresh a content piece or what content isn't working," said Kristopher.

Beyond account engagement and pipeline impact reporting, Wolters Kluwer also finds value in the integrations that ML Platform has with Salesforce CRM and Oracle Eloqua Marketing Automation Platform when executing a full-funnel ABM strategy. For example, if a prospect opens an email, that touchpoint monitored in the ML Platform gets pushed into Salesforce. This enables Kristopher to keep track of engagement and inform sales on the buyer's journey. The integration with Eloqua connects this engagement and buyer research data to trigger nurture campaigns and account scoring that optimizes Kristopher's marketing ROI.

"Madison Logic took the time to not only educate themselves on our products, but also in understanding our space. Specifically, who's in our vertical and how we should be interacting with these folks. I've been a marketer for 15 years and working with Madison Logic was probably the best decision as a marketer that I've made, bar-none."

Kristopher and his team's success in lead acceleration, revenue generation, and retention of customers is based on a strong relationship and trust in Madison Logic that started with driving higher account engagement within target account segments. Through a long-term relationship, Wolters Kluwer and Madison Logic have developed a strategy to drive greater pipeline and revenue impact across a multi-channel ABM strategy.



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Madison Logic empowers B2B marketers to convert their best accounts faster by finding and engaging 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.