Enterprise Go-to-Market (GTM) Case Study

COMPANY OVERVIEW

This Mid-Market Company provides web content management and analytics solutions, while generating over $400MM annual revenues. Their $200MM enterprise line-of-business has standardized on Kwanzoo as their enterprise GTM backbone. By moving to Kwanzoo, they’ve cut their GTM infrastructure costs by 50%, media costs by 20%, and data costs by 80%. In 2023, they’re eliminating NINE different point tools across marketing and sales while also bringing critical GTM execution back from their agencies into their in-house teams.

The Challenge

The Company’s new CMO first recognized in late 2022 that they needed outside help and expertise on enterprise GTM and account-based marketing (ABM). They applied Kwanzoo’s GTM discovery and assessment questionnaire, series of interviews, and process to develop a complete GTM plan with associated budgets for 2023.

90-DAY GTM GOALS

- Transform how GTM data was acquired and used across teams
- Update campaign execution using best practice templates
- Consolidate GTM tech, data, and programs for lower costs, higher ROI
- Improve SDR productivity using first and third party intent and insights

90-DAY IMPACT METRICS

- 102% more accounts in the ICP
- 124% more contacts in the ICP
- 22%–80% more accounts added into key segments
- 30%+ website visitors resolved with full PII (title, email, phone, LinkedIn)
- 5,000+ website B2B leads to SDRs
- 27,000+ website B2C leads converted to B2B (business email, LinkedIn)
- 400 accounts in CRM showing intent
- 6.5K "Net New" accounts NOT in CRM showing intent
- 1:1 targeting of first-party audiences, 3MM+ programmatic ads per segment with full pipeline and revenue attribution

EXPANDED TARGET UNIVERSE

- 304K Accounts
- 1.4MM Contacts
- 150K Accounts
- 62K Contacts

Kwanzoo
**KWANZOO SOLUTION COMPONENTS**

1. **Complete IAP Database**
   - Load your CRM with the account and contact data your sales teams need for all their prospecting.

2. **Buyer ID Resolution**
   - Identify website visitors with full PII (name, email, phone, LinkedIn).

3. **Unified Intent Data**
   - Bring together intent data from multiple sources including Kwanzoo.

4. **Programmatic Advertising**
   - Measures ad performance at key accounts, and pipeline and revenue impact.

5. **Sales UI (Web, In CRM)**
   - Boost SDR productivity with key intent and engagement insights for every IAP and Intent account.

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**THE TECH STACK**

"When dealing with 300,000 businesses, how do you determine which ones have lots of content employees and frequently publish content? Kwanzoo’s unique data assets covered this key use case for us."

-GTM Data Backbone Project Lead