HOW VEEAM USES MRP PRELYTIX TO DRIVE SUCCESSFUL ACCOUNT BASED MARKETING

Many businesses today need to operate 24x7x365. To address this, Veeam helps these organizations meet recovery time of less than 15 minutes for all applications and data by leveraging virtualization, storage, and cloud technologies.

THE CHALLENGE

Veeam Software develops backup, disaster recovery, and virtualization management software for the Always-On Enterprise. Although the company's roots are in the in the SMB space, Veeam is shifting its go to market strategy to target the enterprise space, focusing on approximately 1,400 accounts worldwide.

Meredith Frick, Senior Marketing Manager for National Accounts, manages Veeam’s largest channel partners. Since Veeam is 100% reliant on the channel to drive sales, Meredith had to shift her marketing strategies to match those of the company.

“I had to adapt my marketing approach to support the company shift to account based marketing,” Meredith said. “I needed to find a partner who could help me build an ABM strategy, but with all the noise in the market, I wasn’t sure where to look.”

That’s when one of her colleagues introduced her to MRP.

THE SOLUTION

MRP is an end-to-end sales and marketing solution, from predictive customer acquisition to a full array of account based marketing services that include email, direct mail, social, and inside sales. When MRP laid out its capabilities for Meredith, it fit perfectly with what she was trying to accomplish.

So Meredith launched a pilot campaign in the southeast region with one of Veeam’s largest partners. A database was built and run through the MRP Prelytix platform to prioritize accounts by their stage in the buyer journey. Then, an ABM strategy consisting of direct mail and inside sales was developed to target the most active prospects. The data from the program was loaded into Salesforce.com so that Meredith could track conversion and ROI.

“\The quality of the MRP programs, the accuracy of the data, the creative, and the follow up on behalf of our partners are what have made these programs successful.\” 

-Meredith Frick, Senior Marketing Manager for National Accounts
THE RESULTS
And those results were impressive. According to Meredith, “The MRP campaigns are exceeding all our expectations. They are blowing the numbers out of the water. If we’re expecting 150 profiled leads, we’re getting 200. If we’re expecting 25 meetings, we’re getting 40. And we’re seeing conversion rates as high as 25%.”

It wasn’t long before the partners in the other regions got wind of the success of the MRP program, and it quickly went from a regional campaign to a national one.

“The MRP program has also given Veeam the opportunity to work more closely with its partners. I really believe that the quality of the MRP Prelytix data, the immediate follow up to interested prospects, and the ability of MRP to execute on behalf of our channel partners, is what has made this program successful,” said Meredith.

RESULTS
- 50% conversion rate: profiled leads to meetings
- 25% conversion rate: meetings to pipeline opportunities
- Overall campaign goals exceeded by 65%