

# The power of B2B Marketing media solutions

**DEMANDBASE**

## Case study: Demandbase

### How an ABM tech brand is partnering with B2B Marketing to dominate the EMEA marketplace

Demandbase is the world's #1 end-to-end ABM technology solution, as named by the *Forrester New Wave Report 2018*.

The leader in account-based marketing, Demandbase enables B2B marketers to accelerate and escalate the business impact of ABM from first touch through to conversion.

#### The EMEA marketing challenge

While the focus for the US Demandbase team is maintaining and consolidating its #1 market position, in Europe the challenge is different.

The UK marketing team is all about building brand recognition and connection in the EMEA territories. And in a fiercely competitive and noisy ABM tech market place, this is no mean challenge.

Leanne Chescoe, senior field marketing manager EMEA for Demandbase, takes up the story:

"The ABM tech market place outside of the US is in its early growth stages and the potential is huge.

"That presents an exciting opportunity for Demandbase to move early and fast, and win that crucial brand recognition and connection with marketers.

"That's the strategy we're pursuing in partnership with B2B Marketing."

*"B2B Marketing gives  
us a direct route to our  
target decision makers"*

Leanne Chescoe, senior field  
marketing manager EMEA



## Why B2B Marketing?

Demandbase's key target sectors are enterprise and mid-market tech, financial services and manufacturing businesses.

"B2B Marketing enables us to target marketing decision makers in these exact sectors," says Leanne.

But the tactics go far beyond simply targeting verticals and job roles.

"Our focus is on building brand recognition and connection through thought leadership, education and advocacy" she explains.

"B2B Marketing gives us a direct route not only to the right types of organisation, but crucially, to senior marketers who want to learn, and who are actively engaged in becoming more educated about ABM. These are the people we want to engage with."

## The tactics

Demandbase has taken a multi-channel approach through its 3+ year partnership with B2B Marketing, including:

- › Webinars
- › Events
- › Roundtables
- › VIP events.



*"Partnering with B2B Marketing events has been central to our success"*



Mimi Rosenheim, senior director of web marketing at Demandbase, presents on stage at the B2B Marketing ABM Conference 2018.

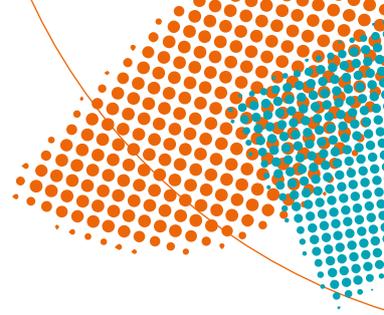
B2B Marketing's ABM Conference, launched in 2017 and scaled up in 2018, provided the perfect fit for Demandbase's targeting.

"Partnering with B2B Marketing's events has been central to our success," says Leanne.

"We've been involved as speakers, sponsors and exhibitors at B2B Marketing's key annual events for 3 years, including Ignite, InTech and the B2B Marketing Conference.

"These events get us in front of the right people, connect us with the right type of buyer and help us build solid pipeline."





## A precision targeted ABM approach

The success of Demandbase's media strategy with B2B Marketing has been made all the more impressive by its use of a parallel, ABM approach.

B2B Marketing organise bespoke events like roundtables and pre-Conference private dining for the Demandbase team, enabling its key account managers to meet and build relationships with crucial decision makers on its key target account list.

## The results

"Ultimately, I'm measured on pipeline results," explains Leanne.

"The new business opportunities we win from our media partnership with B2B Marketing are why we continue to partner with them."

"The team are super-easy to work with. They fully understand our business, and consistently develop multi-channel solutions that help us achieve our goals and hit our targets."

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