

The Marketing Practice

4 ways data analytics can kick your annual planning into shape

Steps for 2021 success



With 2021 planning already underway for many B2B sales and marketing teams, here are four ways that analytics can help you target the right accounts, set the right targets and build the right plan for next year.



1

Get your house in order

Existing clients don't always get the attention given to prospects when it comes to segmentation and targeting.

But putting resource behind this activity can really pay off.

The probability of selling to an existing customer is

60 to 70%

whereas new prospects are only around

5 to 20%*

*Marketing Metrics by Paul Farris, Neil Bendle, Phillip Pfeifer, David Reibstein

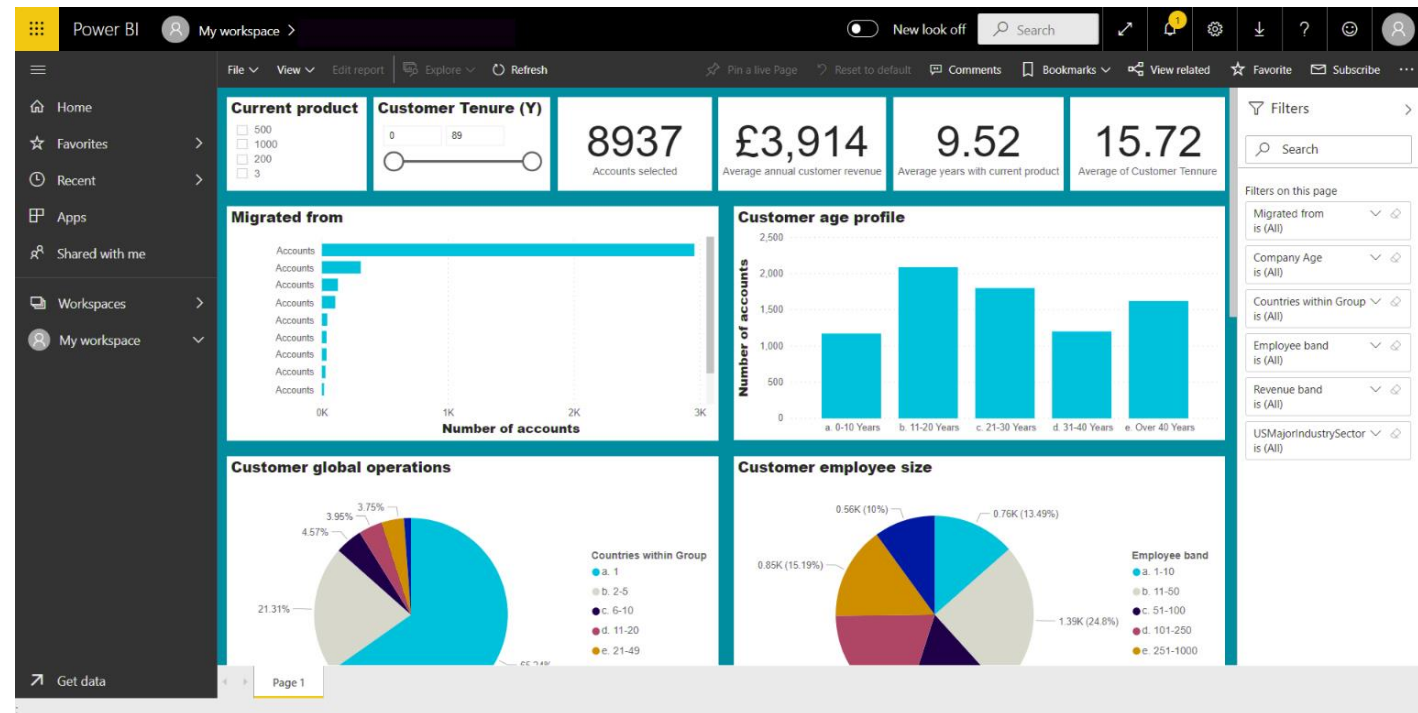


1

Get your house in order

Start by building a single view of the customer using a combination of 1st and 3rd party data sources, including firmographics, billing data, intent data and incident data.

Here's an example of one we pulled together for a financial software company.



1

Get your house in order

By analysing the trends highlighted in the data, we were able to:



Set **realistic** migration and retention targets, aligned to the accounts showing high propensity/intent



1

Get your house in order

By analysing the trends highlighted in the data, we were able to:



Segment each product line to show:

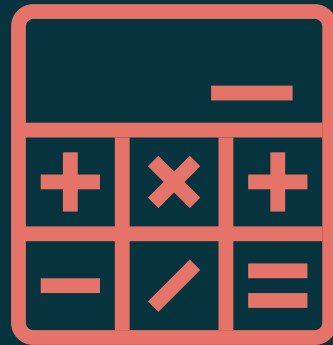
- Accounts at risk of leaving
- Accounts with a high propensity/intent to migrate to a bigger product



1

Get your house in order

By analysing the trends highlighted in the data, we were able to:



Calculate the potential **lifetime value** of customers



1

Get your house in order

By analysing the trends highlighted in the data, we were able to:



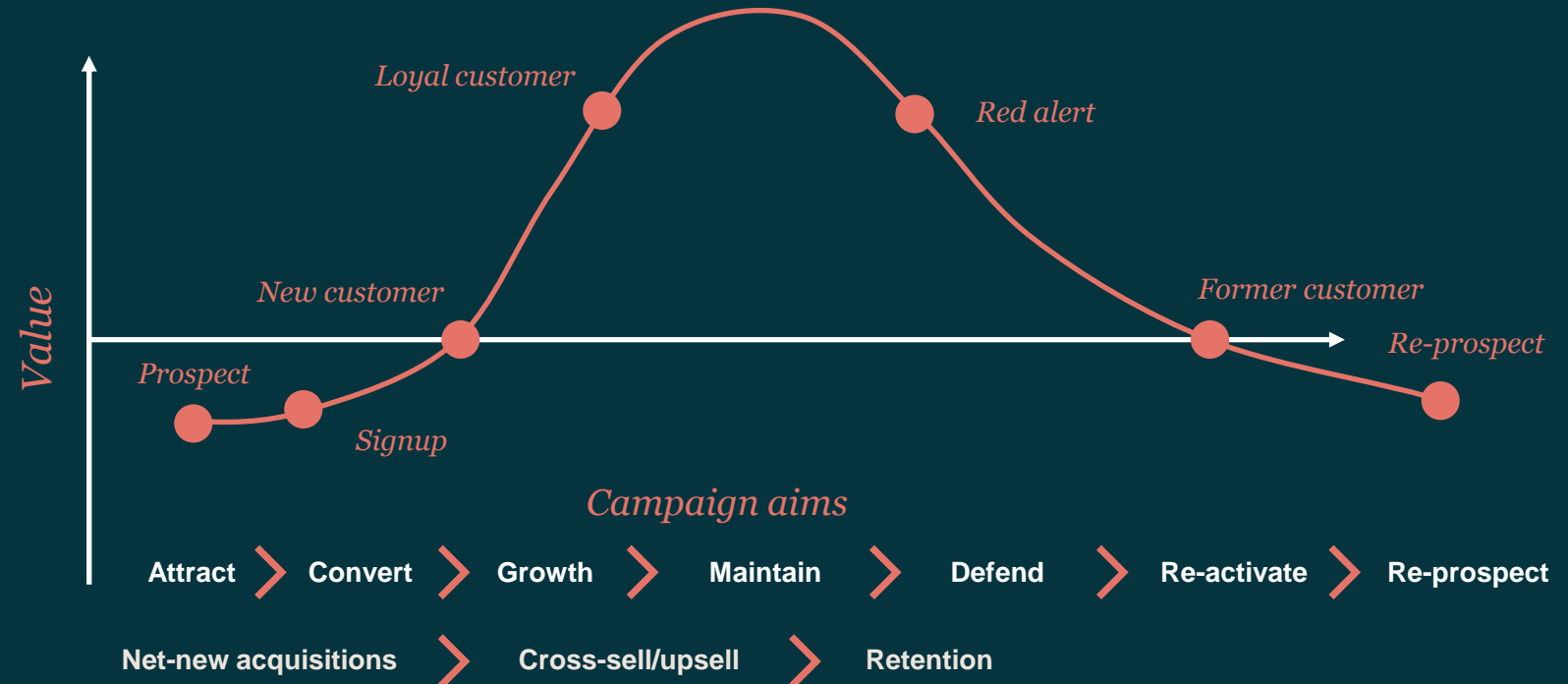
Break down opportunities per sector to investigate if there was a compelling reason to target specific verticals differently



1

Get your house in order

Using this information, customer marketing plans were then built out for the year.



2

Show your segmentation model who's boss

Many B2B firms will automatically segment their market by industry sector.

Why?

Companies within those sector groupings will vary wildly in their attributes, behaviour and challenges, so it doesn't necessarily make sense to treat them all the same.



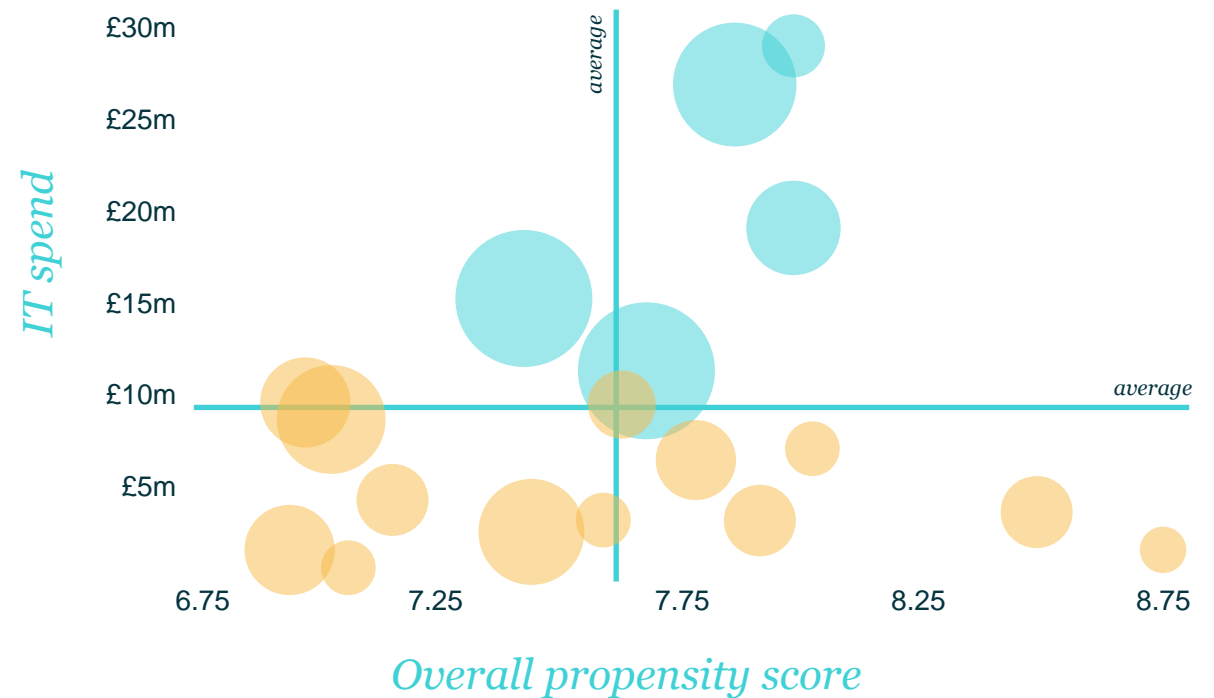
We worked with a cloud services provider to help them segment and target more intelligently.



2

Show your segmentation model who's boss

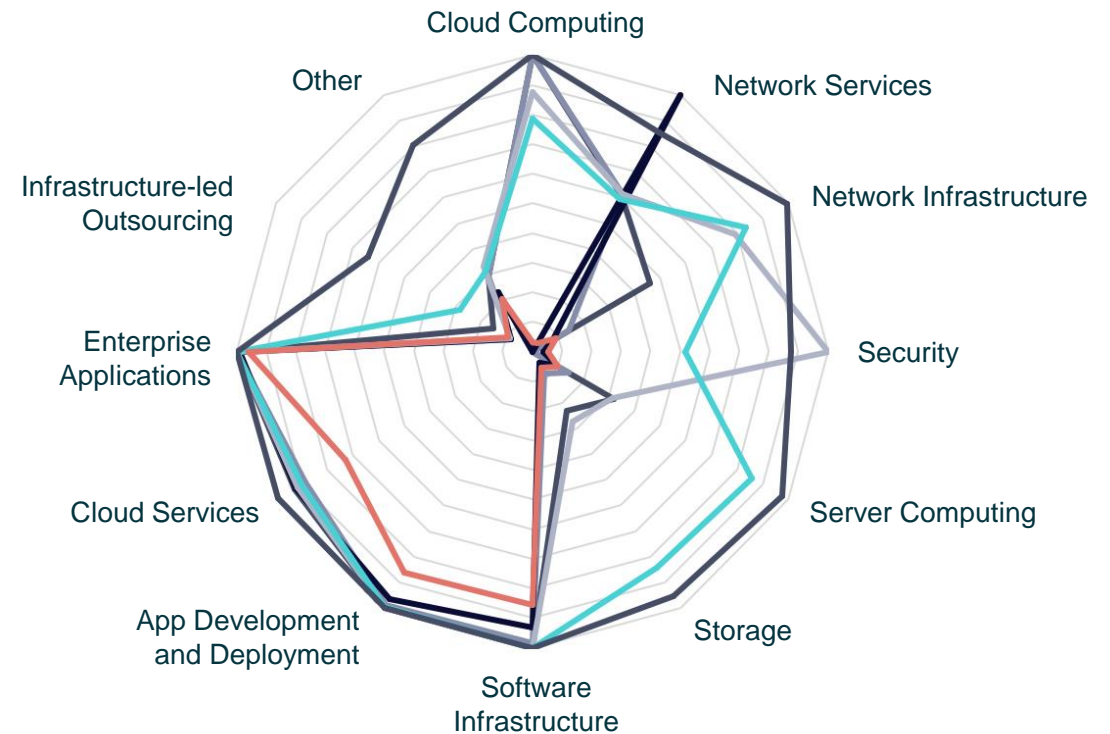
First, we built a **propensity model** to help them prioritise market sectors and adapt their plans based on where they could see the most opportunity.



2

Show your segmentation model who's boss

We then segmented the account universe into seven clusters, based on the technologies they consumed and their propensity to acquire certain solutions.



2

Show your segmentation model who's boss

This provided better targeting across our client's campaigns.

They could sub-segment verticals, allowing them to target accounts based on both **their industry's business challenges** and **the way they consumed technology**.

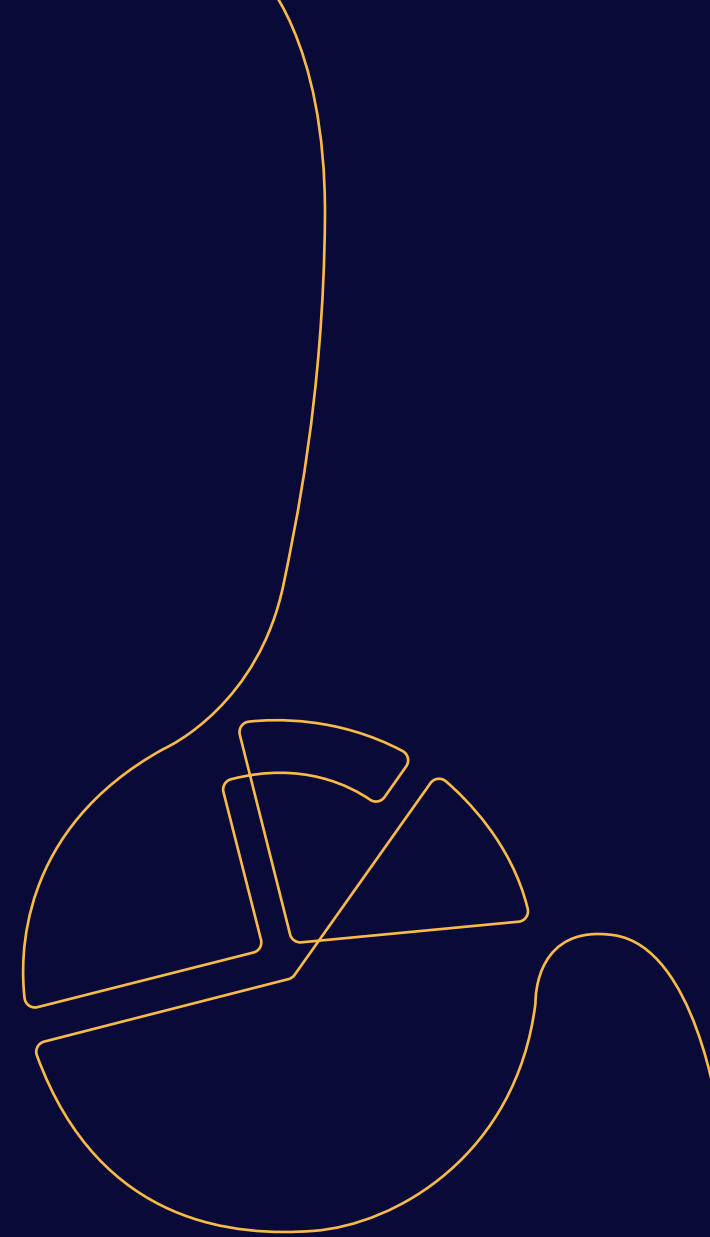


3

Make a case for more budget

The most compelling way to argue for more marketing budget is to prove the value of previous years' spend.

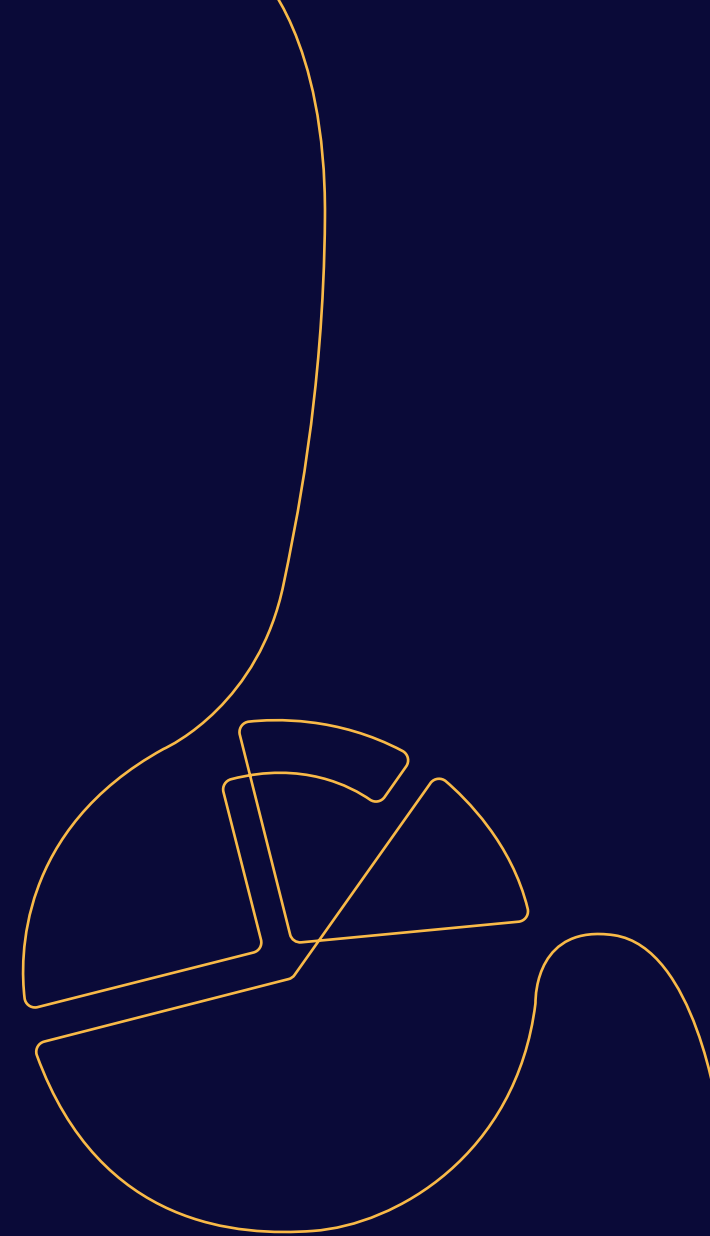
But often, the way leads and opportunities are recorded in CRMs doesn't give credit where credit's due.



3

Make a case for more budget

One of our clients had noticed that while their sales colleagues were using marketing as a route into accounts, they weren't acknowledging that input when it came to reporting.



3

Make a case for more budget

We interrogated the data in the CRM to understand the true value of marketing's contribution.

Premiership Football Club

Marketing

opportunity generated on 26/07/2016 and closed as 'no opportunity'

Sales

opportunity added 20 days later and closed won on 01/11/2018 for £468k



3

Make a case for more budget

We interrogated the data in the CRM to understand the true value of marketing's contribution.

International Retail Group

Marketing generated opportunity on 05/05/2017 and won for £528k

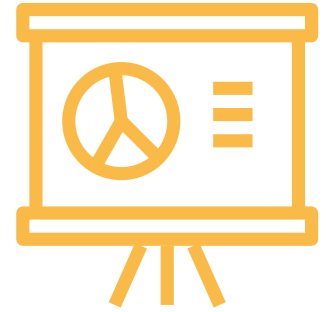
Four further opportunities added over the next 458 days, of which two have closed won for £607k



3

Make a case for more budget

Based on the findings of our analysis, the marketing team put a more robust methodology in place in order to ensure recognition of their input, and better qualify their pipeline contribution so as to ensure healthy budget renewal for the upcoming financial year.

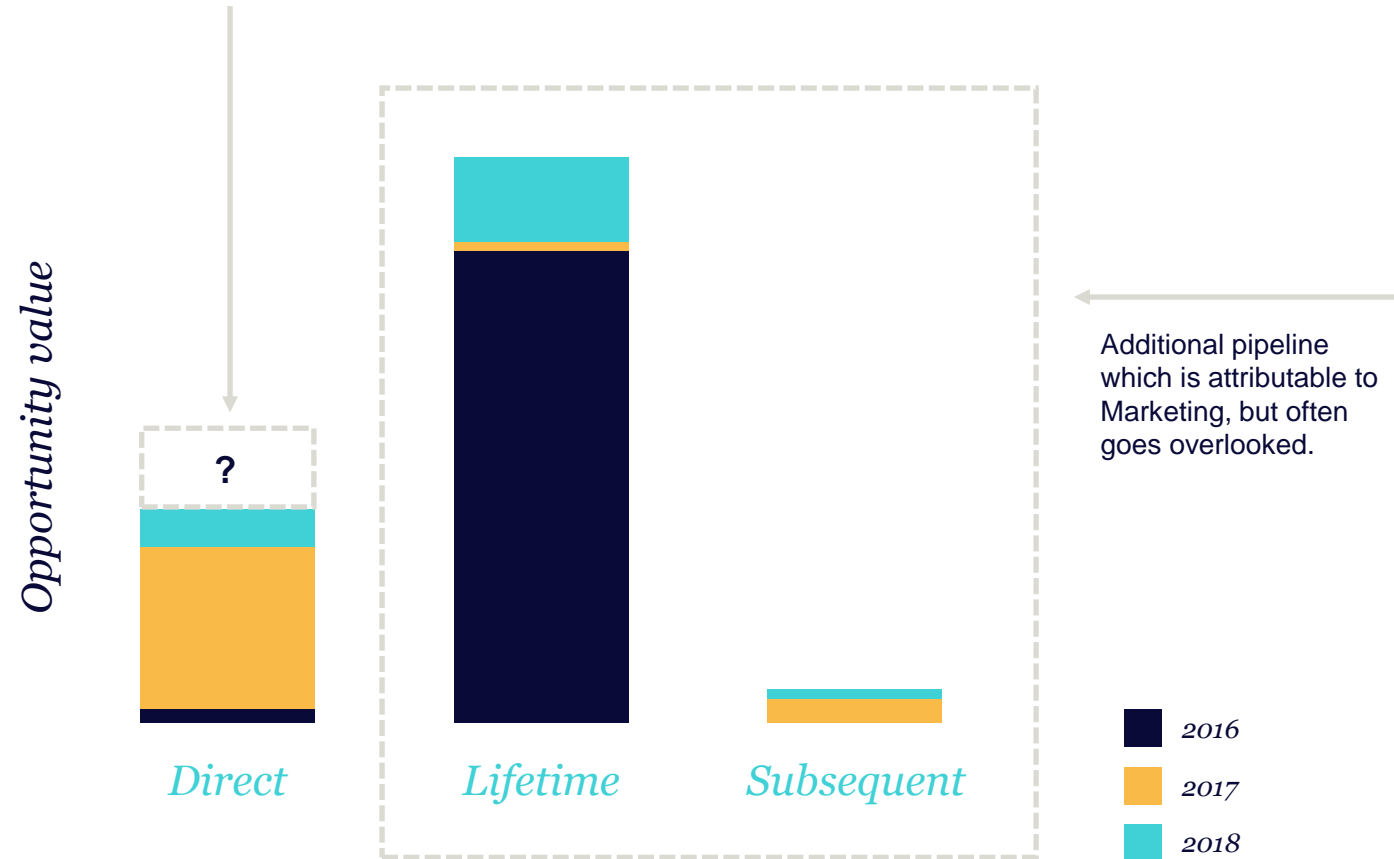


3

Make a case for more budget

Often, a certain percentage of marketing opportunities will be closed and reopened, meaning that Marketing do not achieve proper attribution.

In this instance, we've seen this account for 25% of total *Direct* volume.



4

Build
yourself
a bigger
pond to
fish in

You know the feeling.

You've got a great proposition,
your messaging kicks ass,
your demand generation team
are fired up and ready to go...

but you're running out of prospects.



4

Build yourself a bigger pond to fish in

A client of ours found themselves in exactly that situation and wanted to check that they really had exhausted all avenues.

Traditionally, they selected their target account universe from the FTSE350, but this group wasn't generating enough pipeline.

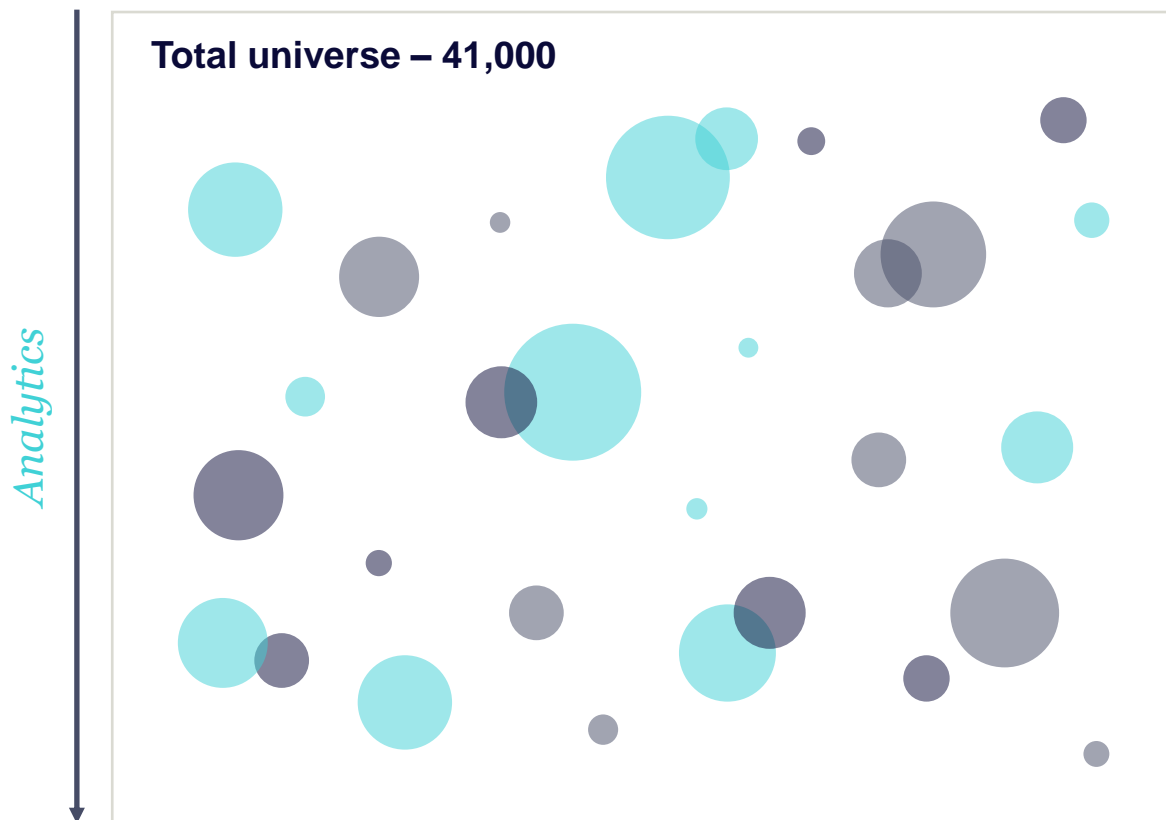
What's more, there was no account-level insight available to inform marketing decisions.



4

Build yourself a bigger pond to fish in

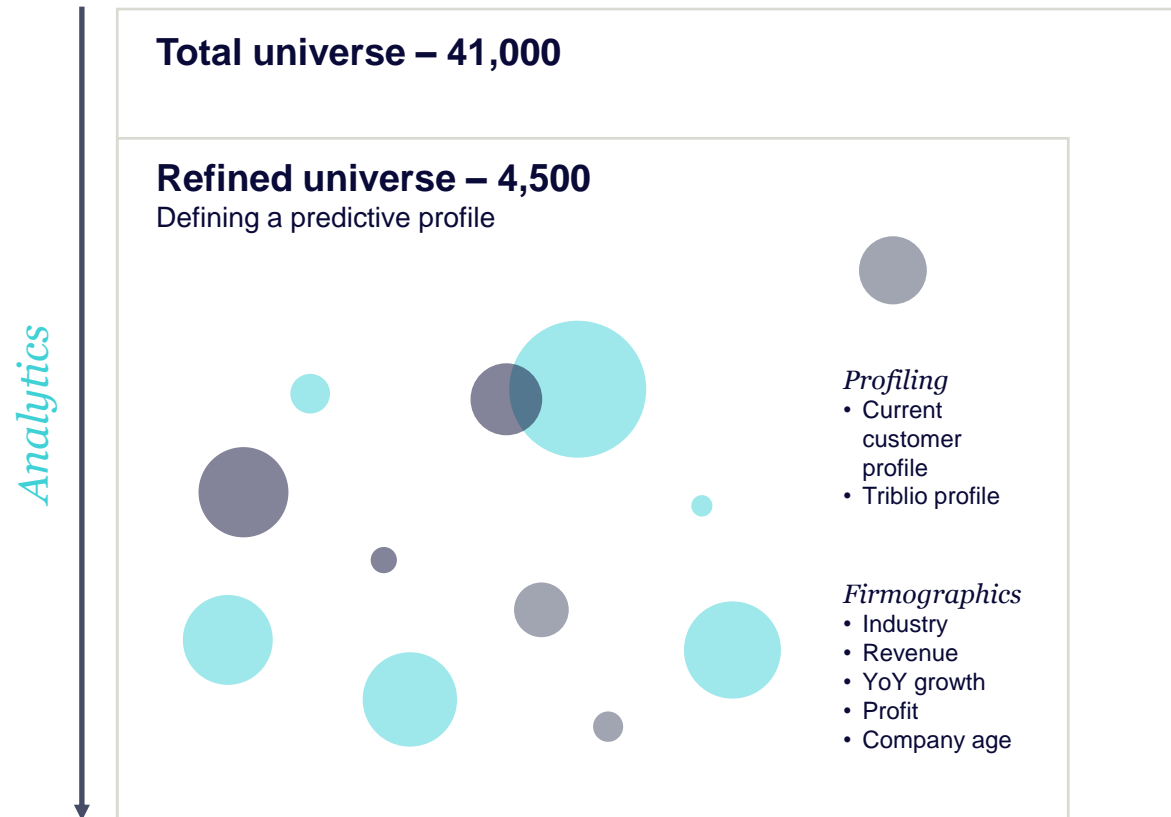
We built a **bespoke data universe**, selecting accounts which fell into the client's targeting criteria and removing non-operational and duplicate accounts.



4

Build yourself a bigger pond to fish in

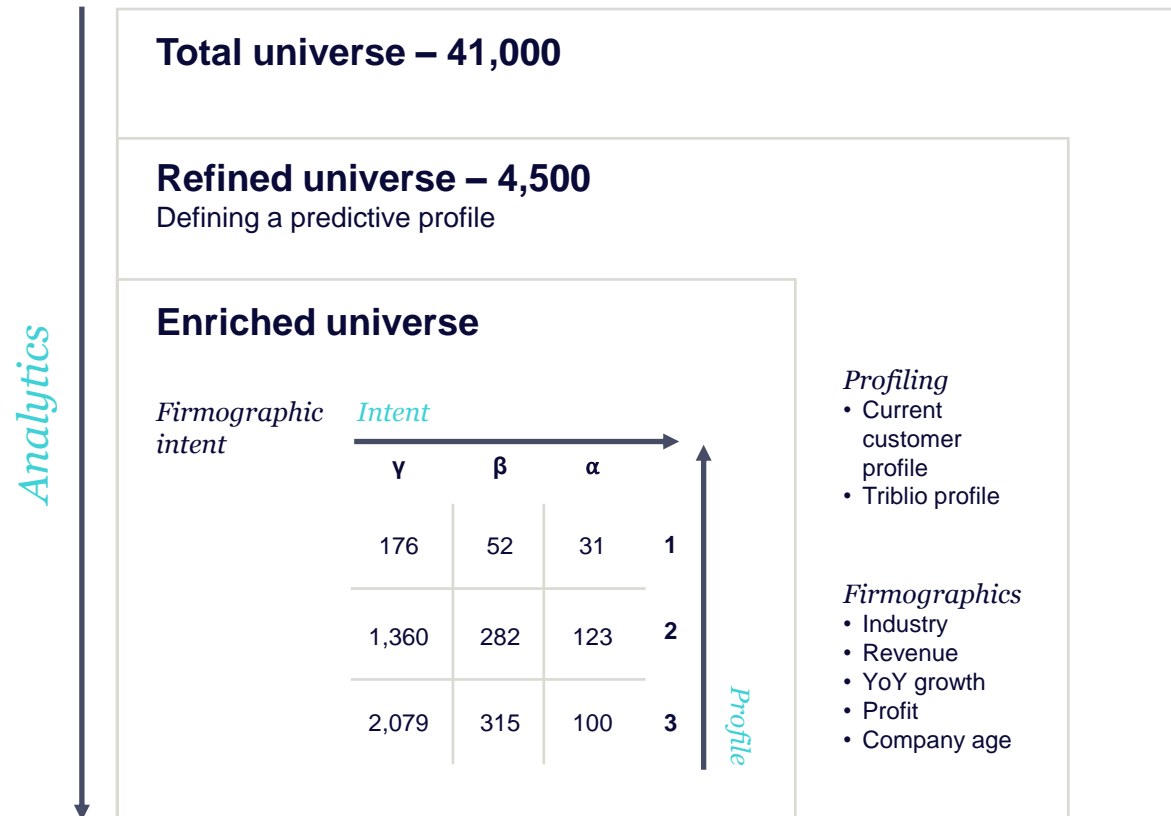
The refined data was then **enriched** with additional account-level firmographics and scored against an 'ideal customer profile'.



4

Build yourself a bigger pond to fish in

Combined with the use of an intent data platform, the right accounts at the right time were selected to support demand generation efforts.



4

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The result?

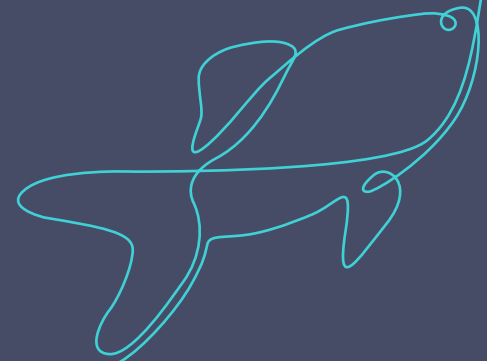
3_x uplift

in YoY Sales Accepted
Lead rate

total

£2.5m

active
pipeline



Get started

So there you have it, four data-based ideas to make your 2021 planning more focused and cost effective – as well as make your marketing peers green with envy.

For help getting started, get in touch.

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