

20

Opportunities created

13%

Conversion rate

\$412

Cost to acquire an opportunity\*



# Terminus

Terminus is the industry’s first account-based marketing platform that enables B2B marketers to target companies, engage decision-makers on their terms, and accelerate sales pipeline velocity at scale.

## Challenge

As account-based marketing experts, Terminus knows the importance of personalized, targeted, and impactful campaigns. They needed a personalized component for their multi-channel strategy and sought a partner that could solve the time-consuming task of direct mail (while seamlessly integrating with the tools they use every day). Torrey Dye, Terminus director of ABM and demand generation, knew Sendoso could help boost their ABM programs for his SDRs. He brought it to the executive team so Terminus could forge stronger connections and boost response rates.

## Experience

Dye and the entire Terminus team were quick adopters. Within the first week of getting set up, sales reps started researching their prospects so they could send personalized gifts via Sendoso’s Amazon integration. Not only did they book meetings, but they received public shoutouts from prospects on Twitter and personal shoutouts via email or LinkedIn.

Wanting to build more of this traction, Dye quickly partnered with the Sendoso project management team to set more creative and impactful sending options for the sales team. Reps jumped on the opportunity to send perishable items like cupcakes, cookies, popcorn directly from Salesforce with a click of a button. The real-time delivery notifications enabled them to follow up in a timely manner after their target accounts received their treats.

## Results

After the initial success, marketing aligned with sales to create a multi-channel campaign with a goal of booking meetings for Sales reps. The program consisted of personalized one-to-one ads and content streams with the company’s name and marketing email to stay top-of-mind. Once someone engaged with the outreach, they were put into a drip program that triggered an automatic send of delightful, bite-sized cupcakes. By using Terminus’s account-based attribution and influence feature, they were able to show the full impact of this campaign. With 150 emails and cupcakes sent, the SDRs generated 20 opportunities, resulting in a 13% conversion rate. The cost of creating an opportunity was significantly lower than previous campaigns at \$412.00 per opportunity, making Sendoso their best-performing marketing channel.



### Torrey Dye

Director of ABM and Demand Generation

*“The ease of executing this campaign was unbelievable. There’s no way we could scale this personalized outreach without Sendoso. The solution has become an essential ingredient of our pipeline-building strategy and overall success as a company.”*

**# of Users:** 18

**Teams:** AEs, SDRs, Customer Success, and Marketing

**MarTech Stack:** Salesforce, Marketo, Terminus, EverString, Bombora

\* Sendoso is their best-performing marketing channel

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