

40

Net new opportunities

3000%

ROI on pipeline value

450%

Return on closed revenue



Überflip helps B2B marketers create, manage and optimize content experiences at every stage of the buyer’s journey – no IT required. The company uses an account-based marketing (ABM) strategy to help attract and convert target accounts into pipeline and revenue.

### Challenge

Überflip decided to add direct mail as a component of its integrated, multi-channel ABM marketing programs about a year ago, but the direct mail programs were driven by the marketing team and felt disconnected from sales. As a result, the team would put together a prospect mailing list, execute a campaign, and invest marketing resources to ensure reps were following up on responses from the campaign. The effort was disjointed and inefficient.

### Results

By incorporating Sendoso into its workflow via SalesLoft, Überflip made it easy for reps to follow up on direct mail with prospects and execute cross-functional ABM campaigns with sales.

Now, Überflip is better able to deliver direct mail experiences for both personas (target groups) and one-to-one prospects. The marketing and sales teams also benefit from being able to better track delivery and follow-up efforts. A more unified approach ensures messaging is aligned and consistent across the buyer’s journey.

One of the campaigns that Überflip ran using Sendoso and SalesLoft earned Überflip’s ABM Marketer Heidi Vandermeer the 2018 ABMie for “Best ABM Campaign at Scale” at FlipMyFunnel’s annual awards event. The campaign involved selecting a list of prospects from three key personas within targeted accounts and using Sendoso to send them a hot pink box with a demo offer and a Netflix gift card so the prospects could “Netflix and chill.”

Heidi was able to coordinate sales follow up with SalesLoft, while also running ads and digital content-based campaigns on the marketing side.

Überflip’s marketing and sales teams had a multi-channel campaign that:

- Aligned marketing and sales messaging
- Integrated content marketing, demand generation, and ABM
- Ran at scale for 500 accounts.

At the conclusion of the campaign, Überflip generated 60 meetings and 40 net new opportunities. This translated to more than 3000% ROI on pipeline value and a 450% return on closed revenue, to date. In addition, SalesLoft and Sendoso have helped reduce the workload for Überflip’s team, cutting the time it takes to execute direct mail campaigns in half.



#### Heidi Vandermeer

Account Based Marketing Manager

*“Prospects love the experience of receiving something physical in the mail. It feels like a gift to them – especially when it’s a relevant and well-timed mailing. When this happens, prospects are more willing to participate in the sales process and respond to our prospecting efforts.”*

**# of Users:** 25

**Departments:** AEs, BDRs, Customer Succes, Customer Marketing, Customer Coach, and ABM team

**Tech Stack:** SalesLoft, Marketo, Salesforce, Engagio, Terminus, and Überflip

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