



# Expanding Client Base & Driving Account-Based Marketing (ABM)

for a Global Digital Services Provider





## Case Study Overview

# Expanding Client Base & Driving Account-Based Marketing (ABM) for a Global Digital Services Provider

### □ Client

A leading global provider of digital services and solutions

### □ Objective

Expand its client base into the US insurance and retail sectors

### □ Key Requirements

- Identify and engage high-potential target accounts
- Understand market needs, key players, and industry challenges
- Develop and execute effective account-based marketing (ABM) strategies





## Challenges

### ❑ Targeting the **Right Accounts**

- Required extensive market research to **pinpoint high-growth opportunities**
- Needed a deep understanding of **industry trends, pain points, and vendor relationships**

### ❑ Connecting with **Key Decision-Makers**

- **Competitive landscape** made direct engagement challenging
- Breaking through the noise to **connect with key executives** was a major hurdle

### ❑ **Standing Out in a Crowded Market**

- Differentiating from competitors required a **data-backed and tailored approach**
- **Understanding client-specific challenges** was critical to influencing purchase decisions





## Our Solution

RefractOne's **AI-powered intelligence** helped the client refine its strategy across key areas :

### ▣ High-Impact Target Prospect List

- Built a comprehensive list of high-potential accounts in the US insurance & retail sectors
- Prioritized companies based on:
  - ✓ *Revenue & growth potential*
  - ✓ *Employee strength & decision-making structures*
  - ✓ *Existing technology adoption & digital maturity*
- Identified untapped opportunities in sub-segments with high conversion potential

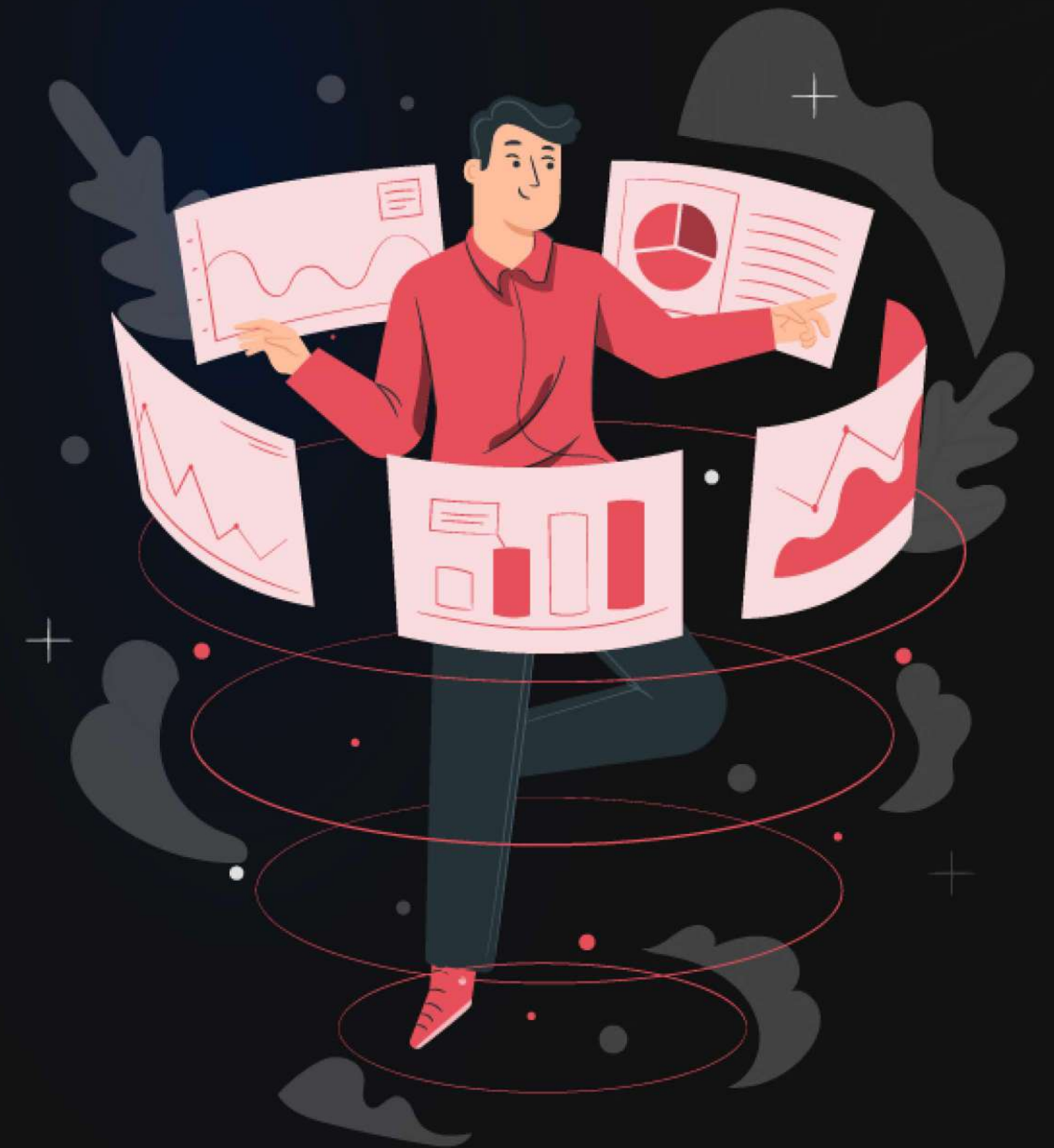




## Our Solution

### □ Powerful Account-Based Insights

- In-depth company profiles, outlining business strategies, investment priorities, financial performance, key business triggers and industry shifts to anticipate market movements and tailor outreach
- Analyzed IT budget, vendor relationships, technology stack and digital maturity to highlight potential partnership or competitive positioning strategies
- Monitored social media engagement trends to align marketing initiatives with evolving customer interests and concerns.





## Our Solution

### □ Detailed Org Mapping & Personas

- Mapped key decision-makers & influencers, delivering insights on their professional background, interests, and decision-making authority
- Developed persona-based engagement strategies to craft highly personalized messaging
- Identified mutual connections & shared business interests to accelerate trust-building

### □ Competitive Benchmarking

- Assisted in RFP preparation by providing competitive intelligence and value differentiation strategies
- Delivered in-depth competitor analysis, highlighting gaps and opportunities to position the client as the best-fit provider





## Our Solution

### ▣ Strategic Sales Attack Plan

- Crafted a compelling elevator pitch, highlighting customer pain points, needs, and a strong value proposition.
- Conducted product benchmarking using Harvey Ball assessments, showcasing competitive advantages.
- Developed impactful use cases and leveraged client testimonials to build credibility and drive engagement.





## Results & Impact

# How RefractOne's Hyperpersonalized AI transformed the client's market expansion :

### ❑ Strategic Sales Attack Plan

- Prioritized **high-value target accounts** with the greatest conversion potential.
- Expanded market reach by uncovering **untapped opportunities in key segments.**

### ❑ New Contracts, Increased Revenue

- Secured multiple contracts with **top US insurance and retail firms.**
- **Strengthened executive relationships,** fostering long-term business engagements.

### ❑ 40% Faster RFP Responses

- Leveraged **deep account and competitor insights** to accelerate RFP turnaround.
- **Enhanced proposal quality,** increasing win rates and overall deal value.

### ❑ Stronger Market Position

- Positioned the client as a **trusted digital partner in the US insurance & retail sectors.**
- Boosted brand visibility and credibility through **targeted marketing initiatives.**



## Conclusion

**Data-driven insights + strategic execution = Market Leadership.**

Unlock new opportunities, strengthen market positioning, and drive measurable success with data-driven intelligence. Let's transform your sales and marketing strategy—contact us today!





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