

Isolating Buyers Matters



BAO provided a true blueprint of our market – the segments, the business drivers, and the buying behavior – before we engaged. That allowed us to hone in on our most strategic prospects with a personalized message, translating to \$22 million in pipeline. That's the power of ADG.

- Jim Coburn
VP of Strategic Sales
Pomeroy

Pomeroy sells multi-million dollar managed IT services — the premier offering in their industry. So, when Pomeroy meets with the right companies, the result is impressive pipeline and revenue generation. But, finding and accessing those organizations can be a gating success factor — particularly when there are a limited number of prospects for any given year.

BAO's Advanced Demand Generation (ADG) services solve this challenge, combing through Pomeroy's target audience to find active buying cycles – plus the insight to convert prospects into pipeline. The end result is the perfect go-to-market strategy, translating to a 349:1 Pipeline Return on Marketing Investment. Pomeroy has harnessed the power of its target market's buying behaviors, resulting in:

- 500 BAO profiles
- 25 appointments
- 60% of meetings translated to pipeline
- \$22 million in pipeline
- 349:1 Pipeline Return on Marketing Investment

Identify the targets. Segment the accounts. Attack those with active initiatives.

To understand who is buying, you have to talk directly to your target companies. BAO hit the phones for Pomeroy, surveying their prospects to find out who was – and wasn't – embarking on projects. Then, as viable opportunities were uncovered, BAO scheduled appointments, providing face-time with the right executives. It's that insight and access that sets BAO apart.