

Industry: Telecom / Enterprise Connectivity
Project: Account-Based Marketing (ABM)
Strategy & Execution

The Challenge

Spectra, a leading enterprise telecom provider, wanted to unlock growth from its existing client base, but traditional marketing efforts were not delivering the desired results due to low awareness of expanded solutions within existing accounts, lack of personalized communication across clients, the need to achieve aggressive cross-sell and up-sell targets, and poor ROI from mass, non-targeted campaigns. The objective was to move from broad marketing to a focused, high-impact growth strategy.



What Was Set Out to Build

We set out to create a targeted Account-Based Marketing (ABM) system that would identify and prioritize high-value enterprise accounts, deliver personalized communication at scale, drive cross-sell and up-sell opportunities, and improve engagement, conversion, and ROI. The goal was to transform existing accounts into a predictable revenue growth engine.



Case Study

Strategy & Execution

- ✔ **Account Intelligence & Segmentation**
 - Identified top high-value accounts based on potential and history
 - Built industry-wise segmentation and ICPs (Ideal Customer Profiles)
- ✔ **Personalized Content Strategy**
 - Created account-specific messaging and campaigns
 - Developed assets like:
 - Case studies
 - Whitepapers
 - Product comparison sheets
 - Focused on ROI-driven communication and solution relevance
- ✔ **Multi-Channel ABM Execution**
 - Deployed personalized email campaigns
 - Ran LinkedIn ads targeting decision-makers
 - Conducted webinars and exclusive road-shows for deeper engagement
- ✔ **Data-Driven Optimization**
 - Continuously tracked engagement and campaign performance
 - Implemented A/B testing across channels to refine messaging

Results

20%

increase in cross-sell and up-sell revenue

60%

increase in account engagement rates

30%

improvement in marketing ROI

Impact

- Transformed existing accounts into a high-performing revenue channel
- Strengthened client relationships and long-term loyalty
- Positioned Spectra as a trusted strategic partner for enterprise clients
- Enabled data-driven decision making for future campaigns
- Established a scalable ABM framework for sustained growth