



Account-Based Program of the Year

An organization or team that has built and executed account-centric programs with proven success. Their work has become best practice in how the organization approaches their account-based go-to-market motion through strategy, process, implementation, and analytics.

THE WINNER

RELTIO

The Challenge

In 2022, the Reltio Sales and Marketing teams were experiencing challenges in their sales pipeline that impacted revenue. The BDR and Marketing teams struggled to deliver high volumes of leads that could convert. Marketing spend and other lead-generation resources were largely ineffective, resulting in a Lead-to-Opportunity outcome converting at less than one percent. Enterprise deals were stalling in the Qualification phase with 52 percent of Opportunities failing due to a lack of response. With an average of one contact per Opportunity, there was no insight into buying groups. Subsequently, the Sales team could not see the interactions of an entire buying team.

Facing these challenges, the Reltio team determined that to increase pipeline velocity, volume, and conversion, it was necessary to transition to an Account-Based Experience (ABX) model. This transformation required an overhaul of existing processes and re-architecting their tech stack. In addition, the frontline sales and BDR teams would need enablement and training sessions to ensure a smooth transition and adoption.

The Operational Approach

Implementing an ABX strategy required a shift in mindset and a collaborative approach. First, the Reltio enlisted the help of company leadership at all levels to communicate the importance

of this new strategy to their future success. A Revenue Management Council was formed to ensure strong cross-functional support throughout the transition. Next, Reltio developed a key strategic plan across the entire GTM team, establishing shared, measurable goals.

A specific Sales and Marketing team consisting of Operations pros, Analytics employees, and BDRs was formed to create new funnel definitions and determine how to operationalize them. Adopting an agile approach, Reltio implemented a minimally viable ABX process, gathered feedback from frontline teams, and iterated until a fully-fledged process was established. To further support the new ABX strategy, the Reltio GTM team distributed regular internal communications, training, meetings, and other updates to keep all relevant employees informed.

Operational Results

In less than 60 days from alignment to completion, Reltio's combined GTM teams implemented a rearchitected customer acquisition funnel across their tech stack which included Salesforce, Marketo, ZoomInfo, Zapier, and Tableau. This included the development and implementation of new business processes, systems logic, and a KPI suite.

Under this new customer acquisition strategy, Reltio transitioned from a lead-based model to an opportunity-centric model. As a result, the number of contacts per new pipeline opportunity increased from one to three. Reltio's Account Executives and BDRs now have greater visibility into Accounts, being able to see marketing touch points, BDR outreach, Sales outreach, as well as the prospect's position in the funnel. Armed with this new intelligence, Sales team members have more targeted account planning and outreach.

Measurable outcomes include:

- 37% year-over-year increase in new actionable sales opportunities
- Reduced time in Qualification pipeline stage by 30+ days

"Despite Forrester predictions that this kind of complex transformation would take a year or more, we completed our transformation from an MQL-centric model to ABX in only two months. And, as a result, we are seeing a more effective, multi-threaded sales approach, higher volume, and quality pipeline."

Marianna Peyzner, Director of ABX and Demand, Reltio