

Intelligent Demand drives multimillion-dollar growth with account based revenue strategy for Ping Identity



The client

Ping Identity is a global security software and identity access management (IAM) services company whose market access and growth opportunities were threatened by companies with better name recognition and larger budgets.

The challenge

In addition to needing to “work smarter” than the competition to gain its fair share of the market, Ping Identity also faced a funding deficit and needed to generate quick impact. A mandate to grow was issued by Ping’s executive team, placing extra pressure on the marketing and sales teams to embrace bolder thinking in both their design and approach.

Since Ping had never undertaken an account based marketing (ABM) approach before, we decided to capitalize on its desire to embrace new strategies and develop an innovative ABM approach to help the company reach new account segments and target personas previously out of reach.

Client challenges

1. Never leveraged an account based strategy before
2. Complex, global use case and stakeholders
3. The need to move quickly
4. A growth imperative from company leaders
5. Larger, well-funded competitors with head starts
6. High visibility project with C-suite attention—it had to work, prove early results quickly, and then scale

The strategy

To support the client's first ABM campaign, we leveraged best practice frameworks and tactics to create engagement with target accounts through the development and deployment of a high-value offer (HVO). **This meant creating a strategy to:**

- 1. Establish and maintain** alignment and orchestration across marketing, sales, product, and agency partners with collaboration, diverse points of view, education, transparent communication, and an eye for change management.
- 2. Be creative, be bold,** tell a human story that stands out and engages.
- 3. Personalize** all messaging, creative, and offers to the appropriate target segment, account, and persona.
- 4. Move fast,** be agile, optimize relentlessly.
- 5. Leverage** the existing technology and data stack for ABM, and only add functionality as needed.
- 6. Utilize** an integrated approach.
- 7. Build** a high-trust partnership.

Together, **we adopted a mindset that felt more B2C since we know that B2B buyers are consumers, too.** Lastly, we created a detailed revenue growth plan and strategy in order to foster alignment and investment from key revenue stakeholders across the enterprise.

The pillars of the account based strategy

Go to market:

The focus of our initial campaign was on business executives, IT executives, and IT practitioners within the retail and financial services industries looking to improve digital customer experiences and security across every app, channel, and device. While many of these companies were aware that they had customer retention issues and needed help, few realized that IAM was the solution.

To be true to our ABM strategy, we targeted both 1:Few and 1:1 accounts with personalized messaging and visuals. We targeted 100 accounts in total, and for our 1:Few audiences, we customized our messaging to speak to our audiences both by persona and by each vertical. For our 1:1 accounts, we actually incorporated the brand name, logo, and visual identities to speak directly to each persona's pain points to help them improve overall customer experience, retention, loyalty, and revenue.

For each audience, we also developed an incentivized HVO. For our executive audience, Ping offered a virtual roundtable event for executive decision-makers using a celebrity impersonator to take on the identities of famous people like Morgan Freeman, Al Pacino, Jeff Goldblum, and Robert Downey Jr. to show how easy it is to take on someone else's digital identity—especially during our remote work environment where their company's firewalls might not protect vital customer data.

However, with Ping Identity, customers can access their accounts from anywhere, seamlessly and securely. For the practitioner audience segment, we focused on a complimentary assessment of their IAM technologies and a custom-built demo. Plus, we offered a free trial that would allow them to experience the power of Ping Identity risk-free.

Brand, story, positioning, messaging:

To break through the clutter and gain the attention of our audience, we took a B2B2C approach. We used the Ping Identity IAM and turned it into empowering "I AM" statements—I AM free. I AM secure. I AM bold.—showing their customers having delightful experiences with their brand.

Sales and channel:

We established and maintained tight alignment and orchestration across marketing, sales, sales development, field sales, and executives in order to effectively target, reach, engage, qualify, convert, and optimize target accounts and personas.

Foundation and infrastructure:

We leveraged existing marketing automation and CRM technology investments for this account based program while adding content experience hubs for personalized, targeted, digital engagement. We also tightened the integration and interlock between brand, demand, sales development, and sales with account based data, process, and systems integration.

I AM OBSESSED.

Create effortless digital experiences that **Vodafone** customers crave.

IAM with Ping.




Pingidentity.

Pingidentity.


I AM CONFIDENT.

Create seamless digital financial experiences that drive customer loyalty.

SEE HOW



Pingidentity.



Pingidentity.

I AM OBSESSED.

Create effortless digital experiences that **Williams Sonoma** customers love.

IAM with Ping.



Pingidentity.

Pingidentity.

Customer Identity Access Management (CIAM) Program

Create Effortless Digital Experiences that Customers Crave



Pingidentity.

I AM FREE.

Create effortless digital experiences that empower **KeyBank** customers.

IAM with Ping.



Pingidentity.

The results

Our strategy was based on the belief that the words “I AM” are two of the most powerful words in the English language because whatever you say after “I AM” will shape the future of your trajectory. We capitalized on the client’s product acronym to design, build, and establish 1:1 account based and 1:Few account based pilot programs in the United States and EU, targeting 100 accounts in total. We were in market less than 16 weeks, and within the first 60 days started driving targeted engagement and a sales pipeline.



Of the 100 accounts targeted,
we generated meetings with 97.



In terms of revenue generation, Ping Identity currently has
\$18.2M in pipeline revenue to date.

While we certainly believed that the client’s target audience would respond favorably to our B2B2C approach, the immediate success of the campaign blew even us away.

Awards



Gold: ABM Program, Intelligent Demand Account Based Success with Ping Identity

Gold: Sales Enablement, Intelligent Demand Account Based Success with Ping Identity

Gold: Email, Intelligent Demand Account Based Success with Ping Identity

Gold: MA/Lead Nurture Program, Intelligent Demand Account Based Success with Ping Identity

Best of Strategy

What we delivered

- A phased approach for quick and efficient execution
- Agile project and program management
- Education and alignment workshops to create strong executive alignment among marketing and sales executives
- High levels of stewardship and oversight of budget/spend, timelines, quality, and transparent stakeholder communications, and collaboration
- Rigorous by-account engagement reporting view that’s used to direct media investment and sales outreach
- Always-on reporting dashboards for all paid media

Get the results you need, right now

Intelligent Demand is ready to grow your revenue and accelerate your business. Reach out today and we’ll create a solution that’s right for you and your team.

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Integrated Growth.**

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