

# Rule based account targeting for a Top Technology Company

## Background

Our client is a top MNC technology company that designs, develops, and sells desktops, mobiles, workstations, servers, etc. and all related products and services. The Sales and Marketing Team is aligning their marketing campaigns with market dynamics and preferences of B2B and B2C for making rule-based targeting effective and mitigate risk of suboptimal targeting.

## Desired State

The objective for Sales and Marketing Teams is to optimally allocate budget and time. The Marketing Campaigns need to blend in with current market conditions for their rule-based account targeting strategies.

## Challenge

Market dynamics necessitate a quarterly refresh of campaigns. LoBs share requirements and the Quation Team crafts new rules using business conditions, license renewals, urgencies, new product launches, and sales history. Queries that access the Legacy database (Opportunity, Orders, Customer) are to be modified and their outputs merged and validated for accuracy. ~ 60 reports with comprehensive analysis and a list of targets are needed before EOQ.

## Solution Framework

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### 01 Analysis

Careful analysis and interpretation of targeting rules was done to modify SQL scripts with the established business logic that access Legacy database (Opportunity, Orders, Customer, so on) to identify accurately potential targets in both segments B2B and B2C. Also, listed validation criteria for ensuring accuracy.

### 03 Benefits

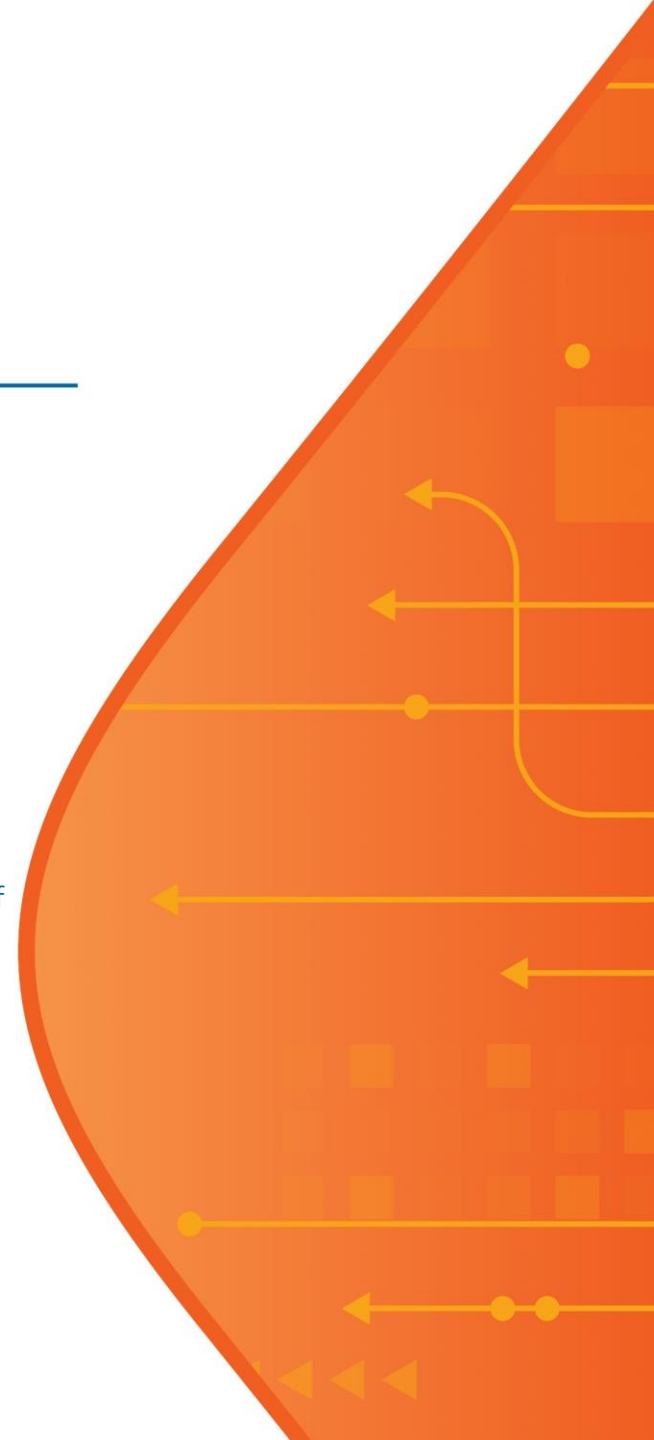
The Market Campaigns team effectively benefited from the elevation in quality of potential leads for the quarterly Campaigning.

### 02 Methodology

Followed project plan strictly every quarter to deliver ~ 60 reports.

Identified or created scripts based on targeting rules and product conditions and executed to get required outputs and merged with other tables to produce a detailed report for the specific marketing play.

Applied waterfall to show different granularities of targets that matched the original criteria and gave targets count within the prescribed CAP.



## Impact

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### Outcome

Overall, for all products, the marketing team refreshed marketing campaigns with new business cycles and rules and had a better outreach to potential buyers, translating to a cumulative revenue of USD 250 million.

### Long Term Benefit

Sales and Marketing Teams can take data-driven informed decisions in identifying best opportunities, leads, quotes for sales conversion every quarter and gradually gain Market share.

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