



SPLUNK

HOW DO YOU PINPOINT AND PERSUADE YOUR KEY ON-PREMISE ACCOUNTS THAT YOU CAN ALSO BEAT OUT THE COMPETITION IN THE CLOUD?

PROJECT SUMMARY

With the acquisition of SignalFx in 2019, Splunk, the data monitoring and analysis platform, was able to offer customers the same level of monitoring capabilities for native cloud applications as it historically had for on-premise, which was a significant opportunity to target the fast-growing Cloud Investigation & Monitoring market.

The challenge, however, was persuading its on-premise customers that Splunk could beat out the competition in the cloud.

Working with Agent3, Splunk developed an Account-Based Marketing (ABM) program that focused on the unique differentiators of the Splunk-plus-SignalFx story to arm sales teams to better target competitors.

The key goal of the program was to drive marketing-influenced pipeline across key strategic accounts. Additionally, the sales organization developed a Cloud Investigation & Monitoring Sales Play with two primary business goals:

1. Attach as many SignalFx 'starter packs' to cloud and term opportunities in the second half of the financial year.
2. Grow the number of IT Ops use cases serviced per transaction/ account.

The marketing team realized that deeper insight, industry-first sales enablement tools, and laser-focused messaging

were needed to better communicate the Splunk-plus-SignalFx story proposition to decision makers. Knowing this, the team got to work.

Agent3 was able to supply sales teams with:

- The competitive landscape
- Sentiment analysis
- Brand benchmarking
- Stakeholder mapping
- Deep-dive account profiling

Next, the team identified customer pain points. First, scaling cloud adoption creates massive complexity. Second, DevOps and IT Ops teams struggle with limited and siloed visibility into cloud services. Third, traditional cloud monitoring approaches do not work at scale, so over half of digital transformation initiatives fail.

To approach these pain points in a way that would truly resonate, the team did its due diligence: holding interviews with sales; conducting qualitative research on audience, category, and industry; and managing first-party research through social listening and a network analysis. The team used this research to build a content planning matrix linking client business needs to the promise offered by Splunk. The team then identified three key personas to target: the CXO, IT Ops, and DevOps.

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To reach the right people at the right time with the right message, the team developed a unique **Intent-to-Action Framework** to deploy highly customized, account-specific collateral in a rapid manner. This spanned three phases:

Phase 1: Prioritize accounts to identify those with the greatest likelihood to buy Splunk's Cloud Monitoring solutions, based on a combination of first- and third-party data analysis, as well as intent signals.

Phase 2: Surround segmented accounts with a digital "air cover" through an integrated content strategy that included:

1. Outbound to target accounts, leveraging message teaser videos, animated display ads, LinkedIn sponsored content, and Content Syndication.
2. Outbound to target individuals, using InMail, email, and social selling.
3. Inbound to target individuals and accounts, with video content, blogs, and custom landing pages.

Phase 3: Close using a deep-yet-scalable level of personalized sales enablement support to accelerate deals, arming sales with digestible account intelligence, and producing rich, account-specific magazine-style assets to land Splunk's account-specific message.

As with any successful ABM program, this campaign relied on the right blend of three key ingredients: data, content, and technology.



Ultimately, the **"Prioritize > Surround > Close"** framework was the first iteration of a new "Responsive ABM" model that has been adopted across Splunk, based on increasing resources and investment dedicated to any given account with increasing propensity and likelihood to convert.