



BLACKLINE

**“ WE USED INBOX INSIGHT TO
GROW OUR MARKETING DATABASE
THROUGH ENGAGING WITH THE RIGHT
PEOPLE AT THE RIGHT TIME IN THEIR
PURCHASING JOURNEY ”**

Situation

BlackLine needed a cost effective method of expanding their audience reach and widening engagement with their target audiences across multiple regions.

Campaign Objectives

- To grow marketing database with relevant finance contacts at the right time in their finance automation journey
- To reach target account groups within specific industry sectors and a particular annual revenue range



Company Industry

Cloud Software
Services

Market Offering

Automation of Finance
& Accounting Close
Processes

Target Audience

Mid / Large
Organizations

TARGET AUDIENCE PAIN POINTS



The cost of ineffective and manual work related methods



Getting to grips with digitalization of back office functions

Content

Taking content amplification as a strategic approach to attract and drive engagement amongst their target audiences, BlackLine curated their best educational thought leadership articles and technology focused reports that address the core pain points of their target audiences.

In order to optimize the content for audience engagement, all assets were sent to our team of copywriters. Working to a fast turnover the following were produced:

- **70-100 word inclusions**
- **Performance driven subject lines**
- **Promo images**
- **Bespoke landing pages**
- **Nurture follow-up emails**
- **Translations**

Audience

In order to reach the most relevant audiences with these marketing resources, it was key to establish a clearly defined set of target audiences.

Having a deep understanding of their existing customer base, BlackLine were able to provide Inbox Insight with a list of accounts sharing specific attributes and needs. With this criteria

Inbox Insight were able to take a data-driven approach to match these accounts directly to their B2B communities.

Target audiences defined by:

- **Job function**
- **Revenue of company**
- **Industry sectors**
- **Region**

Channels

With the right content and audience identified, all that was left was to leverage the right channel. As the prime tactic was content amplification, Inbox Insight published BlackLine's assets in their industry specific publications.

As each Bulletin is optimized for deliverability and broadcasted to GDPR compliant and highly engaged subscribers, BlackLine's content was amplified and consumed by a wide and international audience.

Performance

To ensure all leads generated match the criteria set by BlackLine, a dedicated team of Campaign Reporters qualified each individual lead, carrying out background checks wherever necessary.



6). Continuous Accounting: A New Framework for the Modern Finance Function



Still waiting on financial data to be compiled every month? This manual process is outdated - and it's on it's way out.

Whilst change can be daunting, you could be using it to your competitive advantage. Continuous Accounting will transform the way your business operates, resulting in accurate financials and a quicker, streamlined process.

Download this **eBook** to discover:

- What is Continuous Accounting, and how can your organisation benefit?
- The three elements of a successful Continuous Accounting Practice
- A simple action plan to adopt Continuous Accounting

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Insights For Professionals

DELIVERING THE LATEST BUSINESS KNOWLEDGE WORLDWIDE

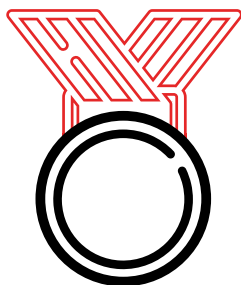
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- 1 Responsive design for multi-device optimization
- 2 Sent to GDPR compliant opted-in subscribers
- 3 Campaign content rotated to drive engagement



The Result

Across the agreed 90 day deadline, the lead target was reached, providing BlackLine with desired volume of high quality business leads.

CUSTOMER EVALUATION

How did Inbox Insight help meet your marketing objectives?

By delivering our content to relevant audiences and driving them through the correct conversion goals.

Did you see a strong ROI from the leads you received?

All leads are in a nurture program and continue to show as influencers in opportunities in our pipeline. The nurture program is ongoing and will influence further opportunities as the year progresses.

What was the quality of the contacts supplied?

The feedback from the business developers is that the contacts are in fact the right people for BlackLine to speak to and qualify.

Where does Content Amplification fit into your overall marketing strategy?

Using content syndication as a channel to reach a targeted relevant audience is a key part of our marketing strategy across EMEA. Compliance with GDPR and specific country laws for Opt In marketing is critical. Working with partners for syndication of our thought leadership content is allowing BlackLine to extend the reach of our own marketing to a wider target audience.