



“ IBM Watson is a cloud-based digital marketing provider that offers email marketing, lead-to-revenue management and mobile engagement solutions. ”

**Company Industry**  
Cloud Software Services

**Target Audience**  
Mid / Large Organisations



**Market Offering**

Automation of Finance & Accounting Close Processes

○ **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.



- Pain Points -

The cost of ineffective and manual work related methods

Getting to grips with digitalisation 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 optimise 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 eBulletin is optimised 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.



- 1 Responsive design for multi-device optimisation
- 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.