



How to Select the Right Targets for your Account-Based Strategy

A CMO Guide to 90-Day Performance

How Best in Class B2B Tech Marketers are using CaliberMind's Customer Data Platform to build their Total Addressable Market and Ideal Customer Profiles.



CaliberMind **Customer Story**

Who's This For?

It's your first week as the CMO / VP of Marketing.

Your company just brought on a sizeable investment to drive revenue growth.

And you're responsible for that growth.

You have a million things to accomplish -- including hiring a team.

So, you open up job reqs for demand gen, marketing ops, and content.

But, here's the issue - you need 2+ months to find the right people. Another 3 months to get them onboarded.

Yet CMO life expectancy is now at only 19 months.

And you need to start performing.

But how?

We see it time and time again. A new head of marketing walks in the door with excitement and ambition. You've joined a company you believe in with the resources to match. Growth is staring at you. But, where do you start? What do you tackle first? Who should you hire? At CaliberMind we believe the foundation for growth is rooted deeply in your ability to hire the right team AND arm them with the right data and tools. So, with this in mind -- we created a way for marketers to jump start performance with a series of best-in-class data insights and services.

And in this guide, we tackle one of the ways marketers are achieving this -- by understanding their total addressable market and ideal customer profiles.

Getting Account-Based Marketing Right. The First Time. *Everything*

A Series B, NYC based, tech startup was looking to scale their revenue operation fast and align marketing and sales on their Total Addressable Market (TAM) and Ideal Customer Profiles (ICP) -- with a goal of segmenting, targeting and engaging their target accounts faster.

Instead of diving straight into their Account-Based strategy and spending money on advertising with an impractical view of their TAM (a pretty typical ABM mistake) -- they took the necessary steps using CaliberMind's CDP to narrow their focus, find the true buyers in their market, and optimize their Account-Based budget.

TOPO'S
ACCOUNT-BASED
EVERYTHING
FRAMEWORK

CHECK IT OUT >>

Lorem ipsum

“

The key to making practical use of TAM calculations is to gather the right data before trying to execute an Account-Based strategy.

You might be eager to align with sales and start targeting accounts more efficiently, but you won't be able to achieve business results if your strategy is built on a faulty foundation.



Chris Nixon
VP Marketing
CaliberMind

Let's Get Into It.

The customer hired CaliberMind's Customer Data Platform and Services Team to:

PHASE ONE

Dedupe, Cleanse, and Unify Contacts and Accounts
including lead-to-account-matching

PHASE TWO

Layer Firmographics Data
from a blend of data providers, organic website data from SimilarWeb and intent data from Aberdeen

PHASE THREE

Auto-Enrich and Score Accounts and Leads
as they come in to prioritize them for sales.

PHASE FOUR

Measure Account Engagement and Attribute Revenue
across channels, programs, and campaigns.

Phase One: Getting the Data Cleaned

Before sending the data out for enrichment the customer used CaliberMind's data cleansing capabilities to clean the data in order to improve the match rate, thus maximizing the effectiveness and ROI of their data enrichment investment. That included:

Correcting obvious mistakes
like email syntax errors and
invalid domain.

Filling in the blanks
that can be inferred from
other pieces of data (state,
region).

Unifying web domain IDs
to increase match rate by the
data provider.

Cleaning up formatting
in fields like phone number
and zip code.

Phase Two: Enriching & Blending the Data

The customer used CaliberMind's integration with multiple data enrichment providers (Clearbit, Zoom Info, Discover Org, Similar Web, Aberdeen and others) to:

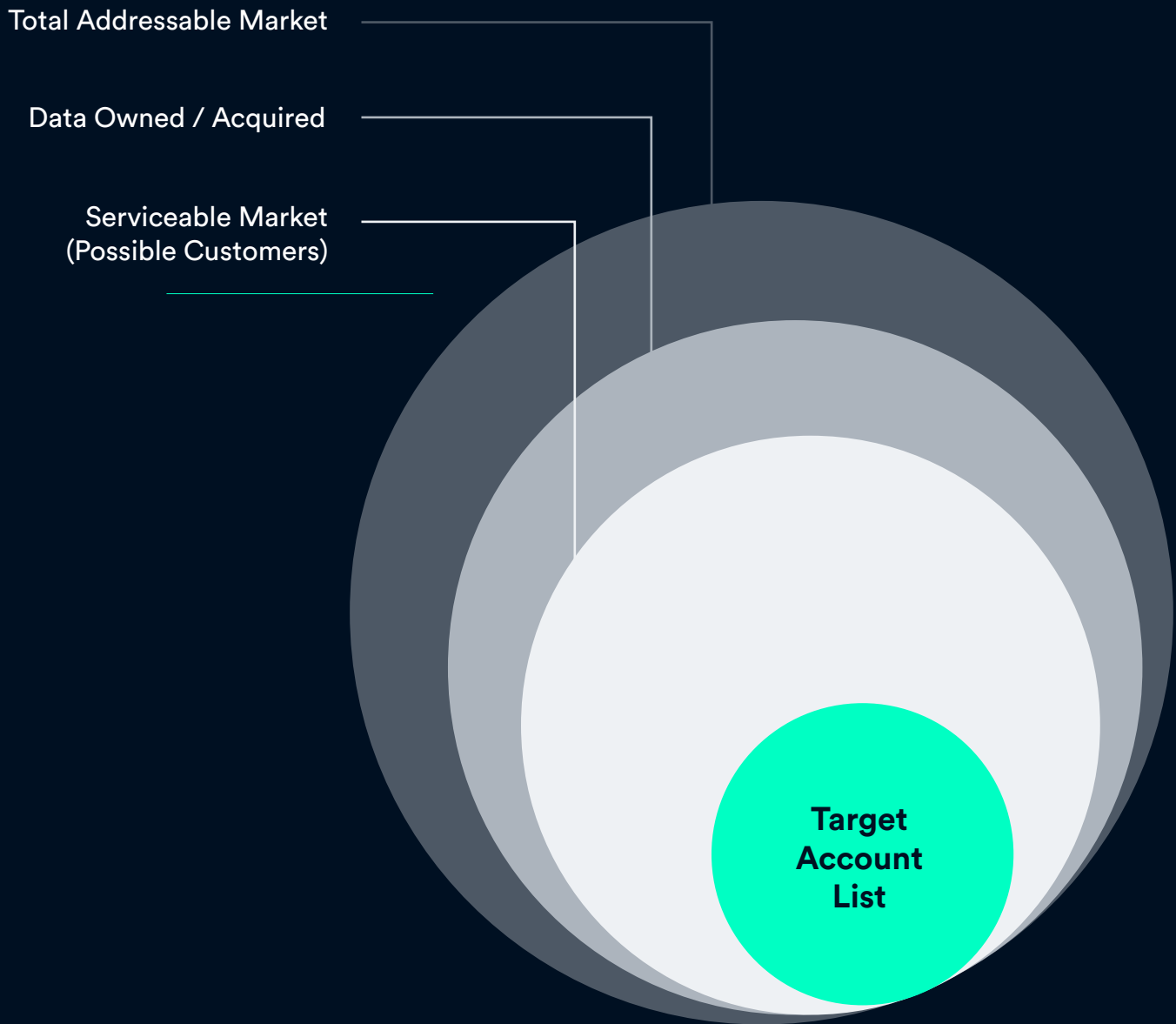
- Get the highest possible data quality, depth, and coverage
- Get cross validation between data vendors
- Maximize the ROI on their data investment



This list of companies gave us a solid starting point for our analysis but isn't of much interest on its own. Real insights come from CaliberMind's enriching the list with actionable data -- annual revenue and employee size information -- and combining it with feature usage data from existing customers to understand how specific features are adopted across different customer segments.

B2B Marketer

The Approach: Getting from TAM to Targets



Phase Three: Scoring & Tiering 40k Accounts

CaliberMind's CDP automatically scored accounts based on:

Indexed pages

Organic Traffic (SimilarWeb)

Alexa Ranking (only when SimilarWeb data was missing)

Industry (Retail, Classified, Travel, Publishing/Media)

Number of Employees

Billing Country

CaliberMind then tiered the accounts and updated Salesforce:

TIER A

Perfect ICP fit. Tier A also includes logos with strategic value. These deals may take longer to close, but they should represent higher ACV and lifetime value.

TIER B

Strong ICP fits but have a lower ACV and lifetime value and should be faster to close.

TIER C

Fit most, but not all, ICP criteria. They're worth pursuing but typically not worth investing significant resources to win their business.

TIER D

are mostly SMBs and will not be pursued directly.



Phase Four: Adding Cross-Channel Account Engagement & Intent Data

During this phase of the analysis, CaliberMind pulled cross-channel engagement data (website, ads, content, sales engagement etc') and applied k-means clustering to categorize target accounts by engagement. This algorithm takes engagement data as input and attempts to find the set of data points that are close together — defined by the geometric distance between points. Collectively, a set of close data points are considered a cluster (or category) of interest.

Individual categories are then subdivided against the customer segments demographics determined earlier. This allows us to dig deeply into engagement data and demographic segments. Unfortunately, we can't publicly share the results from this part of the analysis but, if this sounds interesting, feel free to contact us for additional details.

The Results.

CaliberMind's customer now had a tier of accounts with full data sets and revenue projection numbers to base their targets from. They could now work with the sales team to plan and execute on engaging the accounts -- all while tracking and scoring the engagement over time.

Tier	Targets	Tier %	Exp Avg ACV	Potential ARR	Tier %
A	1,174	2.99%	\$45,000	\$52.8M	4.10%
B	11,532	29.41%	\$36,000	\$415M	32.19%
C	26,510	67.60%	\$31,000	\$822M	63.72%
Total	39,216	100%	\$37,333	\$1.3B	100%

Thank You.

CaliberMind is a customer data platform built for B2B enterprise revenue marketers that use data, analytics, and automation to grow revenue faster, together with sales. **Learn more at www.calibermind.com.**



CaliberMind Customer Story
