Because Your MQLs Just Won’t Cut It
Cornerstone’s Intent-Driven Transition from Demand to Full-Funnel ABM
Forrester Wave Leader
Enterprise tech specialist

#1 in Data Coverage
#1 in Go-to-Market Strategy
#1 in Data Acquisition & Processing
800+ B2B data customers – best in class

“[TechTarget’s] opt-in model for data sourcing is a strong differentiator… especially in the current climate of increasing data privacy requirements.”
A behavioral data factory, a giant demand radar, a marketing and sales services provider to 1,400+ tech clients

Deep content footprint and Google search power drives active buyers into TechTarget’s network

Buyer research details tracked on 140+ websites yielding actionable visibility into purchase intent in your market

Priority Engine™ is the central warehouse for all this account activity intelligence

- 75K new content items produced annually
- 1M daily buyer interactions across 10K topical tags
- 200M inbound visits from organic Search
- 100K active accts per month from 20M registered members
- 100K active accts per month from 20M registered members
Activity Matters
Active Prospects are more likely to respond and convert

They Click

7x

More likely to respond to your emails because they’re in an active buying motion

They Convert

75%

More likely to accept meetings because they have an immediate need for your solutions

They Close

2x

More likely to turn into an opportunity because they’re ready to make a purchase decision

Source: TechTarget advertising impact studies 2017-2019
Santa Monica, 1999; TechTarget client since 2017

- $840M
- 75 million users
- 180 countries
- 50+ languages

Mission:
To empower people around the world with on-demand solutions for connecting, developing and performing.

The Cornerstone OnDemand Foundation transforms the way people help people. More than 300K learners served.
OUR BELIEF

People can achieve anything when they have the right development and opportunities
The winners of tomorrow are

Always Learning
The Old Way
(Circa 2016)

1,000 Leads ≠ 1,000 Ops

Marketing

Lead → MQL → Suspect Opp → Pre-Qual → Qualified → Compete+ → Won

BDRs | Sales

BDR Enablement | Enablement

We hit our MQL target!!

Where is the pipeline!?
THE PIVOT
The New Way

Aircover & Nurture Marketing

Nurture Marketing

Lead  MQL  Suspect Opp  Pre-Qual  Qualified  Compete+  Won

Enablement

BDRs  Sales

Account-Based Targeting

ABM Marketing

Suspect Opp  Pre-Qual  Qualified  Compete+  Won

BDRs & Marketing
## MQLs vs. ABM

<table>
<thead>
<tr>
<th><strong>MQL</strong></th>
<th><strong>ABM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>QUALIFICATION CRITERIA:</strong></td>
<td><strong>QUALIFICATION CRITERIA:</strong></td>
</tr>
</tbody>
</table>
| • Linear path, lead/contact becomes an MQL | • Accounts have been selected based on intelligence  
• Non-linear, doesn't need to become an MQL |
| **FOCUS:** | **FOCUS:** |
| • MQL volume  
• Improve funnel conversion ratios | • Opportunities/meetings with target accounts  
• Account/target engagement  
• Improve win rates |
| **SUCCESS METRICS:** | **SUCCESS METRICS:** |
| • MQL goal attainment  
• Pipeline once the opp hits qualified (total value of deals) | • Open opps at target accounts.  
• Pipeline once the opp hits qualified (total value of deals)  
• Win rates |
From Demand Gen to an ABM Program Spectrum

- **Programmatic ABM**
  - 1:Many
  - Account-focused large scale programs

- **Cluster ABM**
  - 1:Few
  - Programs tailored to a small group of like accounts

- **Pursuit ABM**
  - 1:1
  - GTM program for a single target account

**Account Insight/Intel**

**Program Customization**

**Demand Gen**
- All Volume & nurture
# ABM Program Success Metrics

*Specific to a planned ABM program and will roll up to the funnel metrics*

<table>
<thead>
<tr>
<th></th>
<th>Readiness</th>
<th>Activity</th>
<th>Engagement</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><strong>Needed before launching the campaign</strong></td>
<td><strong>Needed to reach target engagement metrics</strong></td>
<td><strong>Early indicators &amp; KPIs for program to be successful (what will alert us to pivot or end the program?)</strong></td>
<td><strong>How to know if investment in the program has paid off</strong></td>
</tr>
<tr>
<td>Sales</td>
<td>Account research &amp; documentation</td>
<td>Continue acct. research</td>
<td>Tracking reach, engagement</td>
<td>Sales &amp; Marketing</td>
</tr>
<tr>
<td></td>
<td>Buying unit ID &amp; contacts added to campaign</td>
<td>Engage with partner resources</td>
<td>Engagement on TechTarget</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Continue to build out buying unit</td>
<td>Number of meetings at target accounts</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>Intent validation</td>
<td>Research completed</td>
<td>Documenting account insights</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Set activity, engagement &amp; impact metrics</td>
<td>Campaign launched</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Sales &amp; Marketing alignment – goals, timeline, R&amp;R?</td>
<td>Review/refine messaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Ongoing Intent or other account intel delivered</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales &amp; Marketing</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Number of</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Qualified Opps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Competing Opps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Won Opps</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Revenue generated</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Improvements</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase average deal size</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Increase velocity</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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[Cornerstone](#)
Full-Funnel ABM powered by Real Purchase Intent and Services

**ABM Advertising**
- Conducting relevant research
- Confirmed need

**Confirmed Projects Service**
- Purchase Intent Insight Platform
- High Quality Account Leads
- Always-on Active Syndication
Deep Account Intent & Activity Intelligence across buy cycle

- **50 Prospects have been exported**
  - **CIO Target Account List**
- **3 Prospects have been exported**
  - Accounts with Workday installed (Human Capital Management + HR management WDAY products) List
- **Website Visit**
  - Priority Engine Exports
  - Editorial Engagement
    - People analytics (HR analytics)
    - Planning a SuccessFactors HCM suite implementation
- **Editorial Engagement**
  - For HR, future of work now includes contact tracing
- **Vendor Engagement**
  - HR Analyst Report - The Employee Experience Platform Has Arrived
  - HR Essentials Guide: New hires hit the road running with mobile onboarding
  - HR and IT Better Together - Case Studies
- **Priority Engine Exports**
  - 7 Prospects have been exported
    - CIO Target Account List
- **Engaged with CSOD Content**
  - Employee Experience Program Manager downloaded: How to Leverage Cornerstone OnDemand to Develop a Stronger Workforce
  - Editorial Engagement
    - SfHRIS Analyst downloaded: The Impact of Digital Transformation on HR and The Leadership Guide To Empathy In The Workplace
  - Brand Engagement
    - Senior Systems Administrator, System Engineer & Principal, and Systems Engineering Manager downloaded: The 5 Most Common Types of Toxic Employees and Why They Can Wreak Havoc on Your Culture

Leading Aerospace Company
Actionable insights to expand account influence

BUYING TEAM

64 total active prospects, including:
- Digital Transformation Manager
- IT Operations Manager
- Senior VP, Enterprise Business Transformation
- HRIS Analyst
- Employee Experience Program Manager

PURCHASE INTENT INSIGHT

- Employee Experience Program Manager downloaded How to Leverage Cornerstone OnDemand to Develop a Stronger Workforce
- HRIS Analyst downloaded
  - The Impact of Digital Transformation on HR
  - The Leadership Guide To Empathy In The Workplace
- Vendor interests include: Cornerstone, ServiceNow, Atlassian and Workday
- Topic interests include: Digital transformation, Enterprise collaboration apps, Digital risk management & monitoring, Recruitment & talent acquisition
The number of accounts researched that have a current Blueprint
- Competitive whitespace, business research, contact mapping
- Defined hypothesis

The number of meaningful/demo meetings schedule remote or in person.

The number of responses to outreach – marketing or sales from unique accounts.

The count and value of opportunities as they progress through the funnel.

Conversion & Velocity

SFDC

ABM Funnel Overview Success Metrics

- Acct Research
- Engagement
- Meetings
- Qualified
- Compete
- Won

- Average Sales Price
- Total ABM Revenue
ABM Cluster Dashboard

Advertising

$XXX,XXX Total Spend
- Total Reach
- Total Impressions
- Total Clicks
- Total Web/Landing Page Visits

XXX Total Accounts
- Total Reached
- Total Engaged
- Meetings Set

Account Progression

Recent Opportunity Progression – Open Opportunities (last two weeks)

<table>
<thead>
<tr>
<th>Account Name</th>
<th>Opportunity Name</th>
<th>Amount</th>
<th>Last Stage Change Date</th>
<th>Stage</th>
<th>HOP?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account #1</td>
<td>Account #1 – Content Open Window</td>
<td>$25,000.00</td>
<td>23 Jun 2020</td>
<td>Pre-Qualifying</td>
<td>Yes</td>
</tr>
<tr>
<td>Account #2</td>
<td>Account #2 – LMS &amp; PM</td>
<td>$20,000.00</td>
<td>16 Jun 2020</td>
<td>Pre-Qualifying</td>
<td>Yes</td>
</tr>
</tbody>
</table>

Sales Funnel – TBO to Date

132 Total Opportunities

$27.8M Total Projected ARR
Key Takeaways & Next Steps

• Choose where to start that is right for you
• Work the program together with sales – readiness, activity, engagement, impact
• Identify and use the most effective intelligence sources
• Never stop learning together
Questions?

Brenna Lenoir
Cornerstone OnDemand

John Steinert
TechTarget

Andrew Gaffney
Demand Gen Report