

CASE STUDY

**Client:** SparkPost**Location:** Columbia, Maryland**Industry:** Email Delivery and Marketing Automation

The Big Story

SparkPost needed expert help, strategy, and on-the-ground guidance to adopt an account-based marketing (ABM) strategy and dramatically boost its mid-market demand generation.

Benefits

**Delivered**

119 mid-market MQLs

**Provided**

+10,000 mid-market account contacts

**Outperformed**

traditional programs by 300%

**Developed**

high-quality campaign assets

**Built**

a robust and repeatable campaign structure

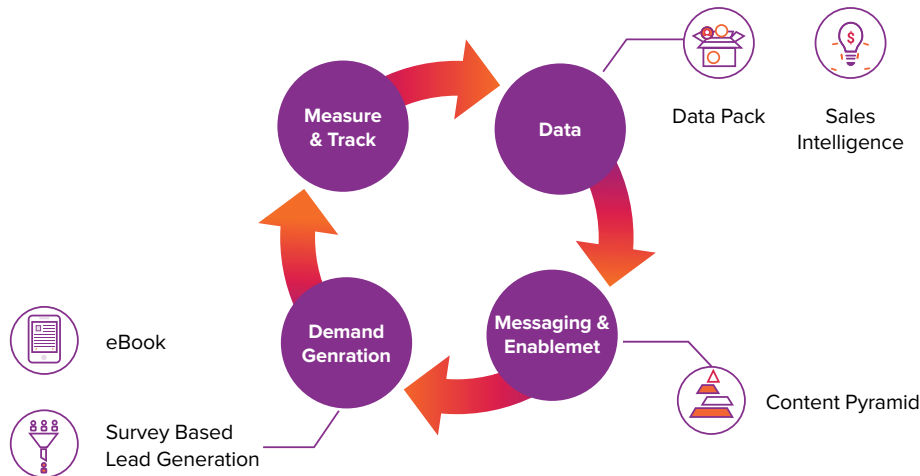


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The Solution



The Client

[SparkPost](#), the Columbia, Maryland-based technology and communications company, is a industry leader in email delivery and marketing automation software, trusted by many of world's largest companies to deliver over 25 percent of the world's non-spam email with powerful analytics and performance insights.

The Challenge

SparkPost provides the reliable, robust email delivery platform businesses need to connect with their buyers and engage them better.

But when it came to diving into the world of account-based marketing (ABM) to take a fresh approach to demand generation, SparkPost needed a better way to make a connection with its mid-market target accounts.

Looking for expert advice on both the strategy and tactics of efficient ABM engagement, SparkPost attended Campaign Stars' [ABM Power Expo](#) in San Francisco. SparkPost was blown away by what they learned, and inspired to try it themselves.

Ready to do ABM right and reap its powerful rewards, SparkPost called in Campaign Stars.

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— **Julie Bishopp**, Senior Demand Generation Manager, Sparkpost

The Solution

Campaign Stars began by working closely with SparkPost, committing the time and effort to fully understand SparkPost's goals for its new ABM strategy, its struggle with midmarket demand generation, and its unique industry perspective, value propositions, and messaging pillars. Then, Campaign Stars went to work.

To jump start SparkPost's mid-market demand generation strategy, Campaign Stars executed its proprietary [Survey-Based Lead Generation](#) play. Along with its own Top-20 key target prospect accounts, **SparkPost got access to over 10,000 contacts at ideal mid-market target accounts that fit SparkPost's best-fit criteria as part of Campaign Stars' partnership with industry-leading marketing intelligence data provider [DiscoverOrg](#).** Campaign Stars worked closely with SparkPost's marketing team and sales teams to design, create, and execute a lead generating survey that heavily incentivized participation from directors, VPs, and C-suite executives within these target accounts. As responses came in, SparkPost was inundated with utterly priceless, valuable prospecting information about everything from organization structure to technology owned to upcoming purchasing initiatives.

"The Campaign Stars survey play completely saved us for the quarter," says Julie Bishopp, Senior Demand Generation Manager at SparkPost. "It was our top performing program. That campaign not only filled our funnel, but allowed us to launch our very first ABM pilot and track results within our own Salesforce database."

Reaching your prospects is the first and most important step in an ABM journey. The Campaign Stars data engine yielded 3X the conversion rate of SparkPost's house list.

"The sales team was really impressed. They liked the org charts. They loved being able to see the level up from the contacts we were reaching out to, knowing who we needed to secure buy-in from within the account," Bishopp says. "Also the survey responses were invaluable, helping our sales team with their outreach strategy."

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Even more than data, SparkPost got a trusted, expert ABM partner in Campaign Stars, helping it navigate the ins and outs of account-based marketing with proven, experience-based industry best practices that optimized every activity and dramatically boosted operational efficiency.

“From email automation triggers and cadences, to personalized landing pages, to predetermined touchpoints each week, Campaign Stars taught us a concrete nurture processes,” Bishopp explains. “Now, when we get these leads, we put them into a well-established cadence. Campaign Stars was enormously collaborative and helpful; we learned a lot about ABM best practices.”

And about those leads. **Campaign Stars guaranteed at least 50 leads from its Survey- Based Lead Generation play; it delivered 123. Of those 123 leads, 119 were successfully qualified as MQLs by SparkPost’s own internal scoring process, enabling marketing to overachieve on its metrics.**

“Campaign Stars was so flexible and generous in helping us hit our goals,” Bishopp says. “They’re about results – plain and simple.”

And with its new wealth of proprietary, never-before-seen industry data gathered from the survey play, SparkPost has the basis for its next two quarters’ worth of content. Blogs, infographics and eBooks – they’re all on the menu as Campaign Stars creates and delivers high-performing asset after asset for SparkPost.

Proven demand-gen results and a trusted partner in the world of ABM? That’s a better connection, built by Campaign Stars.

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