THE BIG STORY

Zendesk needed a sure-fire way to help its sales teams target, break into, and close specific high-value accounts as part of an account-based marketing (ABM) strategy.

BENEFITS

- **Booked** meetings with critical VP-level decision-makers at target accounts
- **Delivered** high-quality, on-demand personalized content to engage key accounts
- **Supplied** access to 10,000+ accurate and up-to-date prospect data records
- **Provided** in-depth organization charts to map relevant decision-makers at each target account
- **Established** a robust and repeatable engagement strategy
- **Increased** enterprise hospitality pipeline by 15%
THE SOLUTION

CONTACT DATA PACK
Detailed data on your target accounts, org charts, and contacts.

STRATEGY PACK
Messaging refinement for multi-touch ABM plays, made easy.

PERSONA PACK
Laser-focused, granular understanding of key buyer personas.

CONTENT PYRAMID
Strategy for generating more content faster with less cost.

MESSAGING/EMAILS/LANDING PAGES
Rich, dynamic content that speaks to every moment of the buyer's journey.

THE CLIENT
Zendesk, a San Francisco-based technology company, is a global leader in multi-channel customer service and support, providing startups and Fortune 500 enterprises alike with a comprehensive suite of engagement tools, ranging from call center software to live chat, messaging, and self-service solutions.

They give our AEs who they need to talk to, how to reach them, and how to engage them once they do.

— DEBBIE BEDOSKY, FIELD MARKETING MANAGER, ZENDESK
THE CHALLENGE

Zendesk builds service and support solutions designed to help businesses connect with their customers. But when it came to getting a foot in the door with their biggest target prospects to have real, personalized sales conversations, Zendesk was stuck with a busy signal.

With a small marketing department already stretched thin, and sales representatives without the time, skill, or resources to create the kind of hyper-personalized, high-quality content assets that resonate with each prospect and their unique challenges, Zendesk couldn’t engage its targets with any specificity.

Needing a way to find smarter "ins" with its target accounts while augmenting the content creation abilities of its sales reps, Zendesk turned to Campaign Stars.

THE SOLUTION

Campaign Stars took the time to fully understand Zendesk’s unique voice, perspective, value propositions, and each AE’s personal goals for the quarter. Then, Campaign Stars hit the ground running.

First, Campaign Stars implemented its ABM for AEs program, attaching Content Engineers to each sales pod. Highly-skilled and specifically trained in creating, tailoring, and quickly re-purposing high-quality content targeted at each decision-maker within key accounts, Campaign Stars’ Content Engineers supported Zendesk’s AEs as a resource to enable specific, scalable content creation designed with ABM plays in mind.

“The Content Engineers became a seamless part of our sales pod,” says Debbie Bedosky, Field Marketing Manager at Zendesk. “Our AEs know what the CFO, the CHRO, and the COO need to hear to win their buy-in. Now, thanks to the Content Engineers, they have the bandwidth to create content to speak to it.”

But Zendesk didn’t just get a limitless stream of high-octane content to connect with its targets more effectively and offer a more personalized
customer experience. As part of Campaign Stars’ ABM For AEs program, Zendesk’s AEs got access to the DiscoverOrg market intelligence data platform. Armed with the most complete, in-depth, granular organization charts and contact information in existence, Campaign Stars designed prospect engagement plays that not only touched the key decision-makers within Zendesk’s accounts, but also engaged those immediately beneath them, winning buy-in from the component teams that influence the decision-maker, as well.

“It’s just brilliant what Campaign Stars does,” says Bedosky. “They give our AEs who they need to talk to, how to reach them, and how to engage them once they do. We get micro-level precision at a scale we could never handle before.”

And the results speak for themselves. Within three weeks of implementing Campaign Stars’ Account-Based Content program, Zendesk broke into, secured meetings, and closed a deal with the world’s largest hospitality brand, accounting for 15% of of new enterprise hospitality pipeline.

Bridging the gap between hard-working sales teams and their prospects? That’s customer support, made smarter by Campaign Stars.

Visit www.campaignstars.com to learn more.