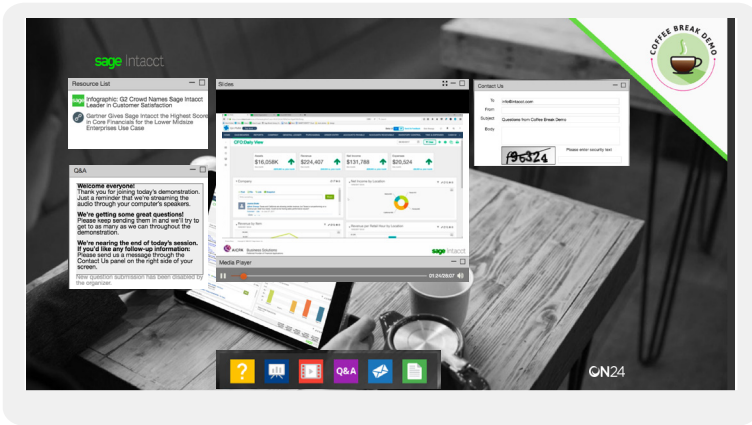




SAGE INTACCT DRIVES ABM SUCCESS THROUGH ON24 WEBINAR CAMPAIGNS



15%

ON24 webinars drive 15% of marketing pipeline.



50%

Webinar pipeline from a daily demo webinar



50% ↑

Registration to attendee conversion

ABOUT SAGE INTACCT

Name: Sage Intacct

Headquarters: San Jose, California

Founded: 1999

Employees: 500+

Funding: Public (acquired by Sage Group PLC in in 2017)

Industry: Cloud-based financial applications

Sage Intacct is a cloud accounting software solution designed to meet the needs of financial professionals. The company's best-in-class cloud ERP software, paired with its superior customer service, delivers the efficiencies and insights to help financial pros in fiscal shape.

INTRODUCTION

Sage Intacct is committed to meeting the needs of financial professionals from beginning to end. Their cloud solution, designed to deliver the insights and efficiencies financial professions need, is regularly considered a best-in-class solution. But what makes Sage Intacct stand apart is their commitment to customer success and support. And that customer success commitment starts at the top of the funnel.

For Nick Ezzo, Vice President of Demand Generation at Sage Intacct, planning for and executing on customer success means keeping Sage Intacct's messages ready to go the moment a prospect or customer is receptive to the company's message. To prepare for these opportunities, the Sage Intacct team deploy an account-based marketing strategy targeting specific verticals with a variety of easy-to-access and easy-to-consume content.



Critical to this strategy, the team has found, is the use of ON24 webinars to guide the company's audiences from a state of "unaware of Sage Intacct" to "ready to buy from Sage Intacct."

CHALLENGE

To get audiences from the top to the bottom of Sage Intacct's marketing funnel, the Intacct team needed to create a content strategy that captured and maintained audience attention throughout the buyer's journey and into the customer lifecycle. Intacct needed to have regular communication of highly targeted information to both capture and convert prospects as well as keep current clients happy and apprised of trends.

SOLUTION

To accomplish this goal, the team decided to change their digital marketing by developing a new strategy using videos and ON24 webinars. Sage Intacct's new assets would then correspond to the different stages of their customer journey. Short, five-minute overview videos, for example, would provide the company with the spice needed to capture buyer interest. To maintain audience interest, the team deploys educational webinars — their versatile catch-all asset to inform visitors. Finally, to clinch the deal, Sage Intacct releases its product tours — webinars that guide prospects through product features and benefits unique to their solution. These last webinars are customized for each vertical so the audience can relate the product to their specific needs.

The ability for Sage Intacct to adapt their assets to client verticals is particularly salient in today's digital environment. After all, different firms have different accounting needs. Being able to touch on these needs, either in-depth or superficially, at scale through webinars provides two advantages. First, prospects get a better understanding of Sage Intacct's abilities. Second, the Sage Intacct team can then take attendee



"Our goal is to encircle these people and hit them in a variety of ways, using a variety of content. So, at the end of our ABM program, one of the things that we do is try to book-end a webinar as a call to action for that audience."

NICK EZZO
VICE PRESIDENT, DEMAND GENERATION
SAGE INTACCT

information — from noted pain-points in a Q&A session to overall engagement — and further refine vertical messaging.

With this tiered approach, each element pushes a visitor along a linear path through Sage Intacct's strategy. First, a brief video, like a customer success story or product overview; then, an educational webinar for interested prospects; finally, a product tour for those ready to make the move to Sage Intacct. What's more, Sage Intacct has the opportunity to package these elements for their targeted verticals.

"Our goal is to encircle these people and hit them in a variety of ways, using a variety of content," Ezzo said. "So, at the end of our ABM program, one of the things that we do is try to book-end a webinar as a call to action for that audience."

THE SECRET SAUCE

Finally, to enhance their efforts and to guarantee prospects have every opportunity to interact with Sage Intacct's, the team deploys their secret sauce: their daily Coffee Break Demo™.

I'm a huge fan of ON24. I've used ON24 at four different companies, and I've brought them into my last three companies. ON24 is one of the companies that I take with me wherever I go, and it was one of the first things I did when I came to Sage Intacct."

NICK EZZO
VICE PRESIDENT,
DEMAND GENERATION
SAGE INTACCT

Sage Intacct's daily Coffee Break Demo is a 30-minute simu-live webinar held every day at 9:00 a.m. Pacific Time. "It's the sizzle, it's a 30-minute event that shows you all the cool stuff that our product does," Ezzo said. "We call it a 'no hassle, no pressure' demo."

That demo showcases the best parts of Sage Intacct's application and produces a high conversion-to-meeting rate for the organization. It does so because the Sage Intacct team provides its guided demo with a one-two punch of slides and Screen Share, enabling the presenters to directly show not just Intacct is going to discuss at a high-level, but to showcase its product interface and how each element and product interacts and impacts each other.

"We have wracked our brain to think of every possible way to promote this thing because I think of it as, 'This is the centerpiece of all our marketing,'" Ezzo said. "So, it's a secondary CTA in our emails; we promote it on our webs as our number one banner. When you get to the end of that two-to-five-minute video, a pop-up comes up and suggests you go to the Coffee Break Demo."

Best of all, once the webinar content is created, Sage Intacct can run the same webinar every day to different audiences while adding a personal human-to-human connection through the ON24 Q&A widget. That's because, with simu-live, Sage Intacct can have a host answer audience questions in real-time while passing more information to sales development representatives.

RESULTS

With its daily 30-minute webinar in action, the Sage Intacct team sees anywhere between 20 to 25 attendees for its demo daily. This daily ON24 webinar is the gift that keeps on giving. Alone, the Coffee Break Demo:

- **Generates as many opportunities as all other ON24 webinars combined**
- **Fosters a 50 percent registrant-to-attendee rate daily**
- **Produces 50 percent of Sage Intacct's pipeline opportunities**

For Sage Intacct, webinars are a foundational element of their marketing strategy. They promote their Coffee Break Demo and other webinar events in CTAs, on landing pages, in email content drips, on their website and more. At each contact point, Sage Intacct encircles prospects with the opportunity to engage with a webinar and connect on a human level.