

 Überflip | Customer Story


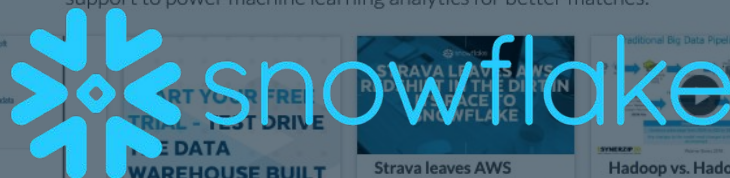
How a Software Company Increased Their Deal Size by 3X with ABM

 Überflip

HERE'S A DATA EXPERIENCE JUST FOR YOU!

 snowflake |  Tinder

in enabling every organization to be data-driven. Here is some curated content on how we can help Tinder support to power machine learning analytics for better matches.



The content grid features several cards:

- Sign Up Now!**: A prominent orange button on a card.
- Strava leaves AWS Redshift in the dirt in its race to Snowflake**: A blog post card with a blue header and a "Read Blog Post" link.
- Hadoop vs. Hadon't: What are the alternatives?**: A video card with a "Watch Video" link.
- OFFICE HOURS: TALK TO OUR CUSTOMERS LIVE**: A purple card with a "REGISTER NOW" button.
- How to analyze JSON with SQL**: A card with a "Read Content" link.
- JOIN OUR WEEKLY DEMO!**: A blue card with a "Learn More" button.

THE COMPANY:

- Snowflake is a cloud-based data warehousing company. They work with data management, data integration, and BI partners to easily bring together data and enable all users to perform cutting-edge analytics.
- Customer Since: June 2017

THE PROBLEM:

- They needed a tool to **enable ABM**, personalize **outreach for AE's and BDR's**, and allow the marketing team to control the content journey and **see the effectiveness of their content**.

THE SOLUTION:

- Uberflip has allowed Snowflake to **scale tailored content experiences** to each prospect and deliver them through targeted Terminus Ads, Sigstr banners, and LinkedIn Ads. The BDR and field teams have completely adopted the platform. And the marketing and sales teams are aligned like never before.
- Key Integrations: Marketo, Terminus, and Engagio



THE RESULTS:



Scalable Personalized Experiences

Snowflake can now create personalized ABM streams in **10 minutes**



Greater Content Engagement:

100% engagement on all 1200 ABM Streams (and counting)



Personal Content Works

50% of all content consumed came from **1-to-1 campaigns**



Increasing Deal Sizes

Accounts that engage with ABM Streams have a **3X deal size**, then those without

WHAT SNOWFLAKE IS SAYING:



“Never in the history of our organization has sales been knocking down the doors of our marketing team, asking for more. Uberflip has built so much good will for our marketing team. It’s truly irreplaceable.”

“The great thing about using Uberflip is it helps reinforce a message without stepping on toes. Our reps can email someone a hundred times and phone twenty times, but if a prospect gets a display ad directing them to a Stream of content that is personalized to them, they are blown away.”



Daniel Day

Senior Director, Account Based Marketing
@Snowflake



Software companies are building **remarkable content experiences** with Uberflip

[Request a Demo Today!](#)

