

Reinvent A B2B Brand

Challenge

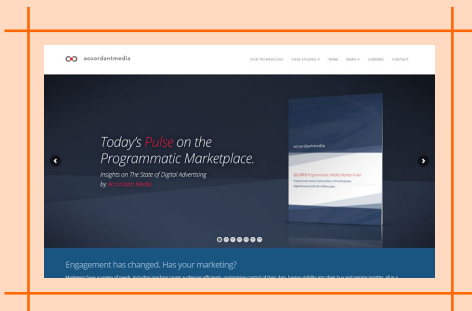
Accordant Media, an advertising technology company (now part of Dentsu Aegis Network) was repositioning the business to go straight to brand marketers.



Strategy

After an 8-week outside-in and inside out analysis and planning effort, we approached tackling repositioning Accordant in several ways:

- Reposition Accordant as a leading DSP for Brand Marketers without eroding agency revenue.
- Realign go-to-market with executive and sales leadership to deliver plans for industry / public relations (with Hank Kim), advertising, inbound and outbound marketing, and sales operations management.
- Realign marketing with sales to ensure organizational buy-in to new marketing automation systems.
- Rebuild and lead 5-person marketing team to align marketing efforts to business and revenue goals.
- End to end setup and management of SFDC's Pardot platform to support outbound and inbound marketing including technology, data, and operations management.



Benefits

Our approaches provided Accordant the following benefits:

- 400% increase in marketing generated leads (SQLs).
- 10% increase in NPS y/y.
- Newly established demand generation engine that delivered 4,500 MQLs in first 18 months.

Revenue Result

200% Y/Y Sales Growth

Let us help your company.