

# 5 B2B Use Cases for a Customer Data Platform to Grow Revenue and Shorten Sales Cycles

1

## ABM Marketing Programs

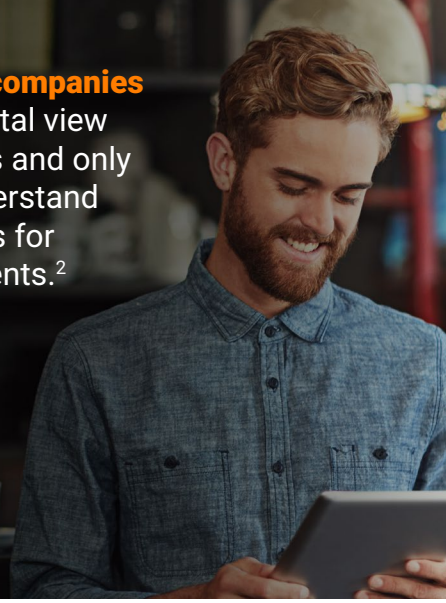


CDPs grow wallet share and accelerate account penetration for targeted outreach by connecting stakeholders and identifying needs through a trusted view of contacts, accounts, and behaviors.

Companies practicing ABM generate **208% more revenue** for their marketing efforts.<sup>1</sup>



Just **15% of B2B companies** feel they have a total view of their customers and only **19%** feel they understand customer journeys for their target segments.<sup>2</sup>



2

## Segmentation



CDPs deliver better SQLs (Sales Qualified Leads) and MQLs (Marketing Qualified Leads) for increased lead conversion by creating highly targeted segments and more personalized offers through added firmographics and third-party data insights.

## Cross-sell/Up-sell

CDPs optimize offer bundling strategies for higher acceptance rates by mapping a complete view of the customer journey through linking the products owned, services used, and license renewals.

**90% of the customer value** for B2B businesses is actually obtained after the initial sale.<sup>3</sup>



3



**Loyal customers are 5x** as likely to repurchase, **5x** as likely to forgive, **4x** as likely to refer, and **7x** as likely to try a new offering.<sup>4</sup>



4

## Retention & Loyalty

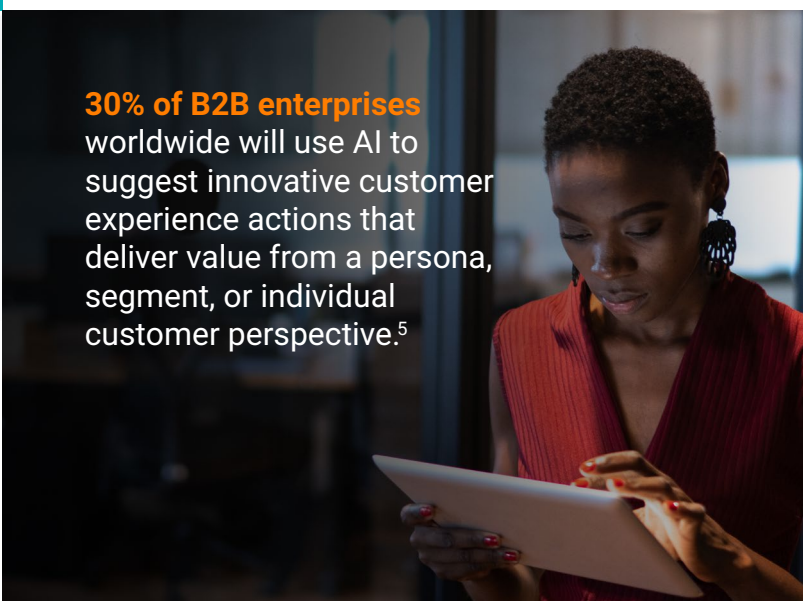
CDPs produce 5-star service levels and grow customer trust and loyalty, supporting first-call resolution through a better understanding of product usage and customer satisfaction metrics such as NPS.

5

## Next Best Offer

CDPs uncover the next best offer, action, or advice for well-timed and relevant interactions by identifying who will buy, what they will purchase and when they will buy through predictive models applied to a deep awareness of buying stages.

**30% of B2B enterprises** worldwide will use AI to suggest innovative customer experience actions that deliver value from a persona, segment, or individual customer perspective.<sup>5</sup>



## B2B CX Data Strategy: Keep a broad vision and a sharp focus

*"Pick one area that's really important to the success of the company, and deliver value quickly. People don't have a lot of patience for this stuff if it isn't delivering short-term value."*  
**— Tom Davenport, MIT**



**Don't try to sell a big, holistic data strategy all at once.** While an enterprise-wide data strategy is important to the end game, start elsewhere.



**Hone in on the critical day-to-day opportunities or risks.** Build confidence in your organization's ability to deliver value through smaller, focused initiatives.



**Align to the strategic goals of the business.** Map out your most important business challenges best addressed through more effective use of data.



**Look for quick wins.** People get on board faster after a few quick, clear data strategy wins like segmentation, ecommerce personalization, cross-sell/up-sell.



**Don't compromise on your vision.** If the reward is worth it, the work is worth it. There may be easier paths, but they may not have the payoffs you expect. Complex doesn't have to be complicated.

**Want to unleash the power of your customer data?**

Experience how a modern 360° view creates loyal B2B customers.

**LEARN MORE**

1 Marketing Profs, <https://www.marketingprofs.com/podcasts/2019/41861/b2b-abm-ty-heath-marketing-smarts-podcast>  
 2 McKinsey, How B2B digital leaders drive five times more revenue growth than their peers <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/how-b2b-digital-leaders-drive-five-times-more-revenue-growth-than-their-peers>  
 3 Forbes, 6 Steps for a Successful B2B Cross-Sell and Upsell Strategy, <https://blog.marketo.com/2016/08/6-steps-for-a-successful-b2b-cross-sell-and-upsell-strategy.html>  
 4 Temkin, Customer Experience Leads to Recommendations, <https://experiencematters.wordpress.com/category/roi-of-customer-experience>  
 5 International Data Corporation, AI in B2B Marketing: Where Human Intelligence Meets Martech Intelligence, <https://zenmedia.com/blog/ai-in-b2b-marketing-where-human-intelligence-meets-martech-intelligence>