

Outsourced ABM Account ID

Summary

Segment	Definition	Total
Bullseye	Expect to evaluate alternative solutions in the next 12 months and either rate solution a C or lower, experiencing challenges with their current solution, or have an active initiative where a vendor has not been selected planned within next 12 months	
Active Buyer	Expect to evaluate alternative solutions in the next 12 months or have an active initiative where the vendor has not been selected planned within next 12 months	
Dissatisfied	Rate their current provider a "C" or below	
Displacement	Experiencing challenges with Ease of Use or Integration or have an active initiative to implement a new web marketing analytics solution or marketing platform planned within the next 12 months	
Homegrown Solution	Currently only using a homegrown solution for Email/Marketing Automation	
Punt	Not currently using a homegrown solution, satisfied with current vendor, not experiencing Ease of use or integration challenges, not evaluating alternatives in next 12 months, and no active planned initiatives where the vendor has not been selected	

Questionnaire

- Q1. Is your organization B2B, B2C, or both?**
- Q2. Which of the following activities are you using in your marketing efforts?**
- Q3. What metrics are most important to measuring the success of your marketing efforts?**
- Q4. What solution do you currently use today for email and/or marketing automation?**
- Q5. How satisfied are you with your current provider?**
- Q6. When does your current contract expire?**
- Q7. What challenges are you experiencing with your current provider?**
- Q8. Do you expect to evaluate alternatives to your current solutions in the next?**
- Q9. What eCommerce platform do you use?**
- Q10. What web analytics software do you use?**
- Q11. What are your top marketing priorities over the next 6 - 12 months?**
- Q12. Which area of your organization ultimately controls/owns your customer and prospect data?**
- Q13. What challenges are you experiencing with your organization's mobile application?**
- Q14. Which of the following marketing initiatives does your organization have budgeted for the next 6 - 12 months?**

Results as of June 16, 2016

Original Commitment	Current Results	Results Remaining
625	236	389

Segmentation

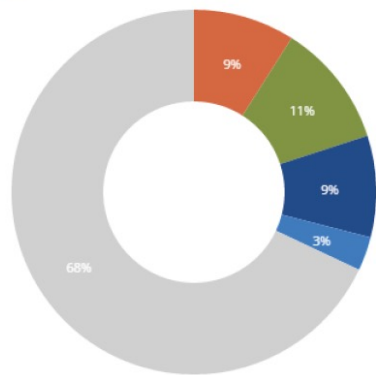
Segment	Definition	Total
Bullseye	Request follow up by email or phone and expect to evaluate alternative solutions in the next 12 months or active initiative where a vendor has not been selected and either experiencing challenges with current email marketing/marketing automation solution or rate current email marketing/marketing automation solution a C or below	18
Active Buyer	Request follow up by email or phone and expect to evaluate alternative solutions in the next 12 months or active initiative where a vendor has not been selected	29
Dissatisfied	Request follow up by email or phone and either currently experiencing challenges with email marketing/marketing automation solution or rate solution a C or below	26
Mobile App Challenged	Request follow up by email or phone and currently experiencing challenges with mobile app	13
Nurture	Request follow up by email or phone and satisfied with solutions and no active initiatives or plans to evaluates alternative solutions or no follow up requested	150

OppID Summary

BAO followed up on IBM inbound leads to resolve 615 leads in an effort to uncover Marketing Cloud plans and opportunities. A resolved lead is any lead that BAO was able to contact and have a conversation with about the account's marketing environment.



Segmentation



Spotlight Companies

Bullseye

Request follow up by email or phone and expect to evaluate alternative solutions in the next 12 months or active initiative and either experiencing challenges or rate current email marketing/marketing automation solution a C or below



Oxford Global

- ▶ Using HubSpot and rate in an F
- ▶ Active initiative to implement new email marketing solution



Cool-Space

- ▶ Using Swiftpage and rate it a D
- ▶ Challenged with terrible layouts and template pages



Womble Carlyle

- ▶ Network Security Initiative
- ▶ DDoS Mitigation & APT Malware ID & Protection Focuses

Active Buyer

Request follow up by email or phone and expect to evaluate alternative solutions in the next 12 months or active initiative where a vendor has not been selected



AnyPresence

- ▶ Using Pardot
- ▶ Active initiative to implement new email marketing solution



DiscoverTec

- ▶ Using HubSpot
- ▶ Active initiative to implement new email marketing solution



RDW Group

- ▶ Using Constant Contact
- ▶ Active initiative to implement new email marketing solution

Dissatisfied

Request follow up by email or phone and either currently experiencing challenges with email marketing/marketing automation solution or rate solution a C or below



The Benjamin

- ▶ Using Cendyn and rate it a C
- ▶ Challenged with an interface that is not user friendly



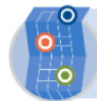
mtheory

- ▶ Using ExactTarget and MailChip and rate them a C
- ▶ Challenged with an inability to integrate across digital channels

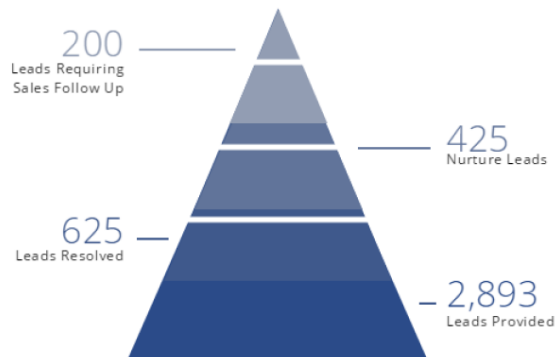


loyal kaspar

- ▶ Using a homegrown email marketing solution and rate it a C
- ▶ Challenged with low open rates and workflow process



Market Summary



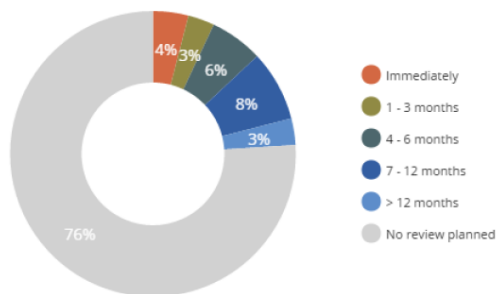
Planned Initiatives



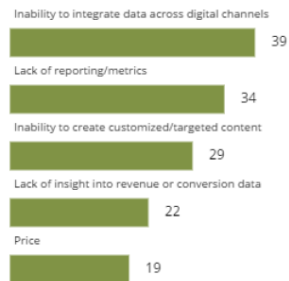
● Number of Accounts



Plan to Evaluate Alternative Marketing Automation Solutions



Marketing Automation Challenges



Marketing Automation Satisfaction

