CASE STUDY

How Writer Filled Buying Group Gaps in their Database

About Writer

Writer is a full-stack generative AI platform that makes it easy for enterprises to deploy AI apps and workflows that accelerate growth, increase productivity, and ensure compliance. They've been named one of the top 50 companies in AI by Forbes and their hundreds of customers include Accenture, Intuit, L'Oreal, Vanguard and others.

The Challenge

The generative AI space is growing and evolving quickly, making it a highly competitive and dynamic market. For many generative AI companies, it's an arms race to the finish.

In contrast, Writer has adopted a more nuanced and differentiated strategy from other genAI companies. Since its founding in 2020, the company has been focused on serving enterprise needs, beginning with marketing. In 2023, the company expanded its aperture toward serving companies organization-wide in response to market needs. They also broadened their scope to encompass a wider range of use cases, appealing to IT leaders and CIOs. Their focus centers on the enterprise market as their primary opportunity.
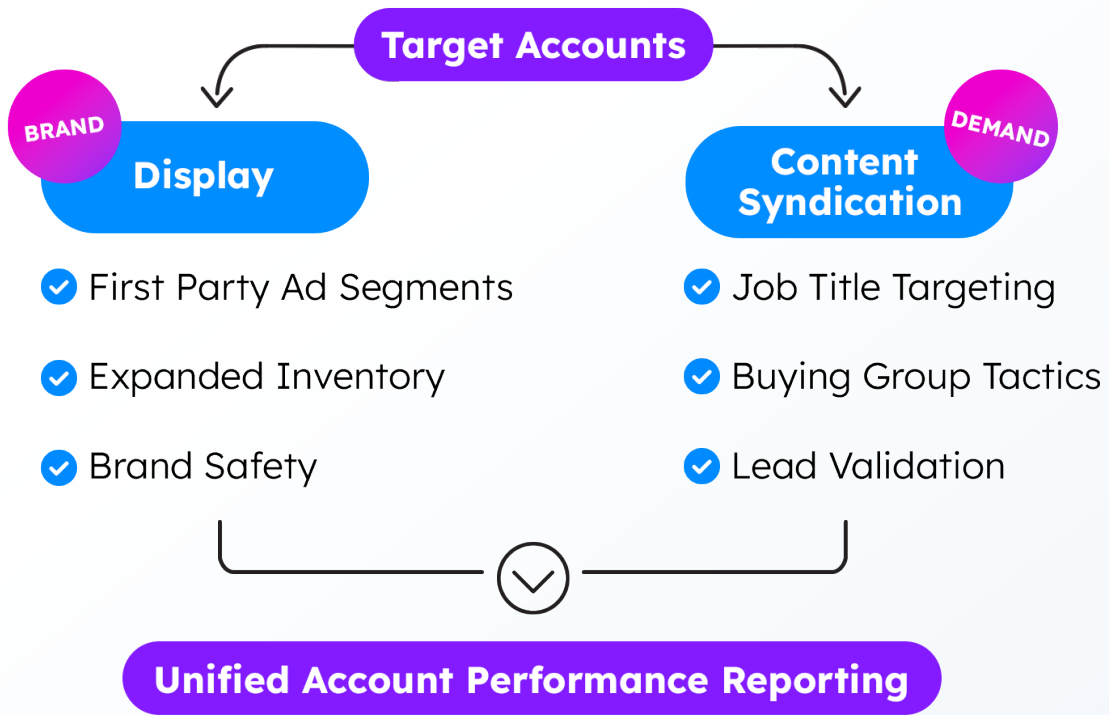
However, Writer's marketing database was still filled with mid-market content marketers, and did not reflect this new approach and persona. They needed a way to invest in this new enterprise IT persona in a predictable way that could scale and have a tangible impact.

> Their objective was to build up their database with the right personas and ensure comprehensive investment in all identified key markets and companies aligning with their Ideal Customer Profile.

Andrew Racine, VP of Demand Generation & Growth at Writer, a two-time Pipeline360 and Integrate customer, and Tova Miller, Senior Manager of Lifecycle Marketing, needed to address the buying group gaps in their database. Their objective was to build up their database with the right personas and ensure comprehensive investment in all identified key markets and companies aligning with their Ideal Customer Profile (ICP).

The Solution

Andrew and Tova worked with Pipeline360 on integrated branded demand strategies along with martech partner, 6sense, to drive predictable pipeline to fill the buying group gaps in their database.

Target Accounts

BRAND

Display

- First Party Ad Segments
- Expanded Inventory
- Brand Safety

DEMAND

Content Syndication

- Job Title Targeting
- Buying Group Tactics
- Lead Validation

Unified Account Performance Reporting

"

Working with Pipeline360 has been incredible. Any time we have any questions, the team has been quick to respond, and they have really helped us learn and understand how to get our integration going with 6sense. Pipeline360 has really been there every step of the way.

Tova Miller

"

Pipeline360's ability to spin up campaigns fast made it a no-brainer for us. It's the least risky way to start filling up a database with a good cost per lead.

Andrew Racine

Content Syndication

The Writer team leveraged Pipeline360's content syndication to ensure the right people saw their content by republishing assets beyond their company's website, blog, LinkedIn, or social media accounts. Content syndication boosts brand awareness, drives web traffic, and generates more leads.

"There's always a bit of skepticism around content syndication. In my opinion, people have the wrong expectations around it — thinking you don't have to do anything else, or that it's not a long-term investment. By having content syndication as part of your mix, it incentivizes long-term thinking and an integrated campaign approach," said Andrew.

The Writer team recommends reframing content syndication in the context of target accounts. Ask yourself, can I rely on a percentage of my content syndication investment to influence a high percentage of my target accounts?

Branded Demand

No doubt, today's economic environment is in flux and budgets are being scrutinized more than ever. The Writer team recommends investing in the foundational elements of your database and educating your audience so that when the economy does turn around, your buyers are ready to buy from you.

"As marketers, you want to give yourself the best chance to succeed when things do turn around. That means having the right people in your database that you can communicate value to consistently, so that when the time is right for them, they think of you. These programs can only be successful if it's integrated with a broader integrated marketing approach," said Andrew.

And when it comes to best practices, Tova recommends following up contextually:

1. Send a kickback email based off where your lead has converted with a "thanks for downloading; here's your offer, access anytime you want"

2. Provide more resources and recommendations on what to read

3. Offer an opportunity for them to raise their hand if they want to talk to you

4. Continue to send them your best educational content in a non-salesy way, e.g. templates, guides, blog posts.

The Results

The Writer team's content syndication approach was tailored to the specific personas they aimed to attract to their database. Upon conversion, contacts entered a lead nurturing sequence, resulting in successful engagement with additional targeted content. This process, combined with targeted display, effectively warmed up leads for interaction with the sales team further down the funnel.
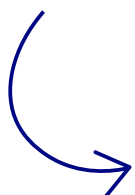
> After about just 8 months, the Writer team saw a six-figure sourced opportunity closed won from a lead that came in from content syndication.

It was a welcome surprise, not because they thought the programs weren't going to be successful, but because it's not always the first thing that lands attribution.

For an AI startup that's rapidly scaling and pursuing a high growth market, it was a good indicator to keep investing in content syndication.

Better Together

WRITER

Writer is *the* full-stack generative AI platform for enterprises. We make it easy for organizations to deploy AI apps and workflows that deliver impactful ROI.

www.writer.com

Pipeline360

Pipeline360, Integrate's media business, offers solutions that combine three powerful demand generation tools: targeted display, content syndication, and a comprehensive marketplace model. Pipeline360 ensures that marketers achieve 100% compliant and marketable leads by effectively engaging with audiences much earlier in the buying cycle, connecting with buyers at every stage of the process, and optimizing programs to drive performance.

www.pipeline-360.com