

VMWare Turned Data Into Dollars with Kronologic

How intent data combined with the Calendar First™ methodology increases conversion rates and accelerates sales cycles.

Challenge

Creating effective ABM and sales campaigns take a lot of time, money and effort, but it's necessary in order to build a quality pipeline. Those who are running and executing these campaigns also know that campaign prioritization continually decreases over time and measurable results can take weeks or months to fully materialize.

On the flipside, leadership often wants to see pipeline and revenue results shortly after launch to see if the campaign was a success, well before that determination can be accurately made.

Hypothesis

These two process changes will increase your conversion rates & decrease sales cycles.

1

Use Buying Intent Data to Create Your Audience

Filter your target audience to only companies that have high buying intent.

This ROI fallout and delay is caused by:



Lack of Intent Data

Target audience doesn't have high buying intent.



The Last Mile Problem

The process where sales follows up, qualifies, and schedules meetings is completely manual and prioritization is a challenge.

2

Use a Calendar First™ Methodology

Automate the sending of calendar invites at scale as your first follow up step. The invite should contain the challenges you address and the value you deliver.

Solutions

Combining Buying Intent Data + Calendar First™ empowers revenue teams to build more pipeline faster.

No More “Chasing Leads”

Time used to “chase leads” with cold call and email sequences is now used in meetings booked for the rep. All the rep does is show up.

Only Speak to In-Market Buyers

Never burn cycles with companies who could be a good fit, but string you along or reps force down funnel, when the answer was always no.

Bombora's intent data allows you to:

- Recognize which accounts are ready to buy now
- Understand the products and services best suited for a target prospect today
- Reach top prospects before the competition does

Kronologic's Calendar First™ automation allows you to:

- Deliver accepted meetings to sales, not lead lists with lengthy cold call and email sequences
- Realize full campaign results in hours/days, instead of weeks/months
- Increase lead to meeting conversion rates by 2-5X

Results

Fortune 500 companies using Bombora + Kronologic are finding up to:

5X CONVERSION RATE INCREASES

3X THE AMOUNT OF REVENUE EXPECTED

“Kronologic converted Bombora intent leads into meetings at more than 5X what we were used to.”

- Amrith Sundar, Program Manager, Worldwide Commercial Sales Strategy

vmware

“Our data shows that in-market buyers prefer accepting a tailored, contextual meeting invite with a single click, verses being constantly interrupted with calls and emails when the meeting is all both parties want in the first place.”

- Scott Logan, VP Marketing

KRONOLOGIC