

Case Study

Global ABM Campaign Integrated with Field Marketing

Brand	Confidential (Technology Sector)
Scope	ABM Strategy, Buyer Committee Mapping, Intent Layering, Content Personalisation, Field Marketing, Multichannel Execution
Markets	United States and United Kingdom
Duration	6 months
Accounts	10 Global Accounts

The Challenge

Ten global accounts. Two markets with fundamentally different buying cultures. And a pipeline that was, in 75% of cases, either completely cold or barely touched.

In the US, the targets were Hyperscalers: large-scale cloud and infrastructure buyers with complex, multi-stakeholder procurement cycles. In the UK, the focus was agencies: a relationship-driven market where trust and relevance are table stakes before a conversation begins. The mandate was to build pipeline across all ten accounts, move cold accounts into active engagement, and convert a meaningful number to closed revenue within six months.

The Approach

1. Mapping the Buyer Committee

Before any content was written, I mapped the full buyer committee for each account: economic buyers, technical evaluators, and champions, with their existing relationship status and role in the buying decision. This became the strategic foundation for every sequence, event invitation, and content asset that followed.

2. Intent Layering and Prioritisation

I overlaid intent data across all ten accounts to identify who was actively researching relevant topics and who remained cold. High-intent contacts entered accelerated sequences. Cold accounts received a longer arc with field marketing placed at a strategic moment to force engagement that digital touchpoints alone could not generate.

3. Personalised Content at Scale Using Claude and Clay

With ten accounts, multiple stakeholders, two markets, and three role-based content tracks, manual personalisation was not viable. I built a personalisation engine using Claude for content generation and Clay for data enrichment and automation. Every email, LinkedIn message, and event follow-up was personalised at account and contact level: referencing each individual's role, their organisation's context, and the relevant campaign theme. The output read as individually written because the prompting and enrichment logic was built to produce exactly that.

4. Sequences with Field Events Integrated

Field events were not standalone moments. They were embedded as activation points within sequences already in motion. In the US: Baseball game hospitality and executive Roundtables in Austin for Hyperscaler accounts. In the UK: Polo in the Park and Agency Day for the agency market. Each event was preceded by a targeted pre-event sequence and followed by rapid post-event nurture designed to convert in-person warmth into next steps within 72 hours.

5. Multichannel Activation: LinkedIn and Retargeting

LinkedIn Lead Gen campaigns served account-targeted content to buyer committee members not yet responding to direct outreach. Account-based retargeting kept the brand present across the full buyer journey. Both channels were synchronised with sequence timing so prospects received email outreach and relevant LinkedIn content simultaneously, creating the impression of ubiquity without the cost of a broad awareness spend.

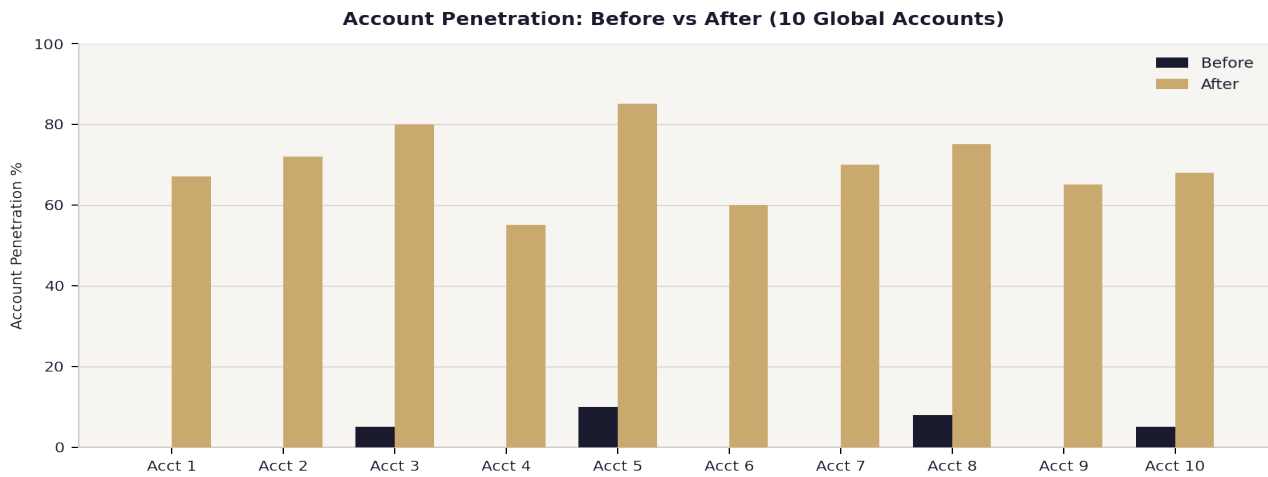
The Results

6-month campaign | Placeholder figures where noted

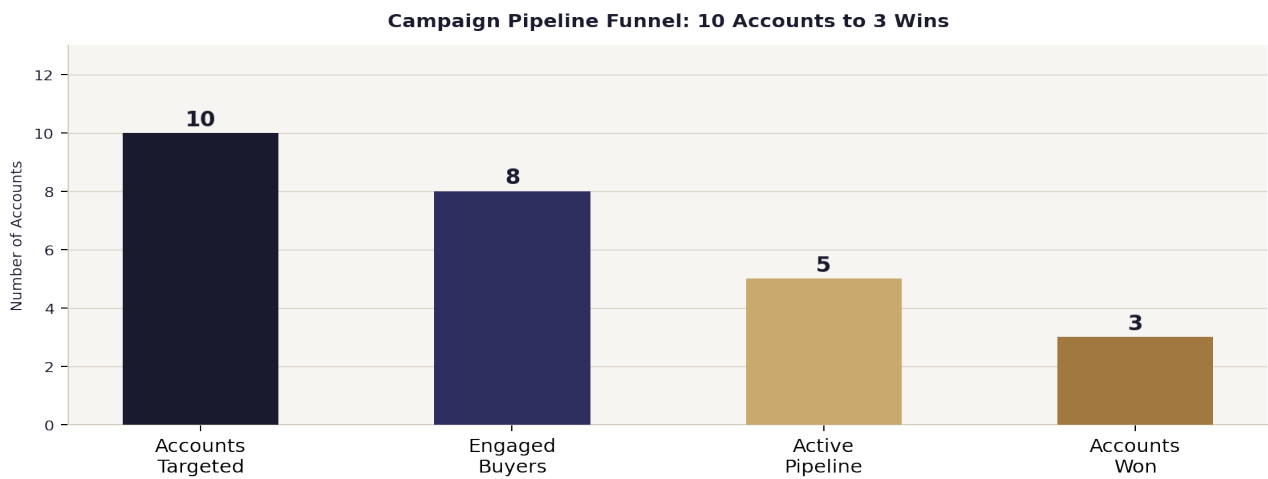
Metric	Result
Global accounts targeted	10
Accounts cold or low penetration at outset	75%
Accounts won (closed revenue)	3 in 6 months
Average account penetration increase	0% to 67%
Field events across two markets	4
Avg. sequence touchpoints per account	18
LinkedIn account-targeted impressions	280,000+
MQL to SQL conversion rate (ABM accounts)	54%
Pipeline generated	£1.8M / \$2.3M*

* Placeholder. Replace with actuals before publishing.

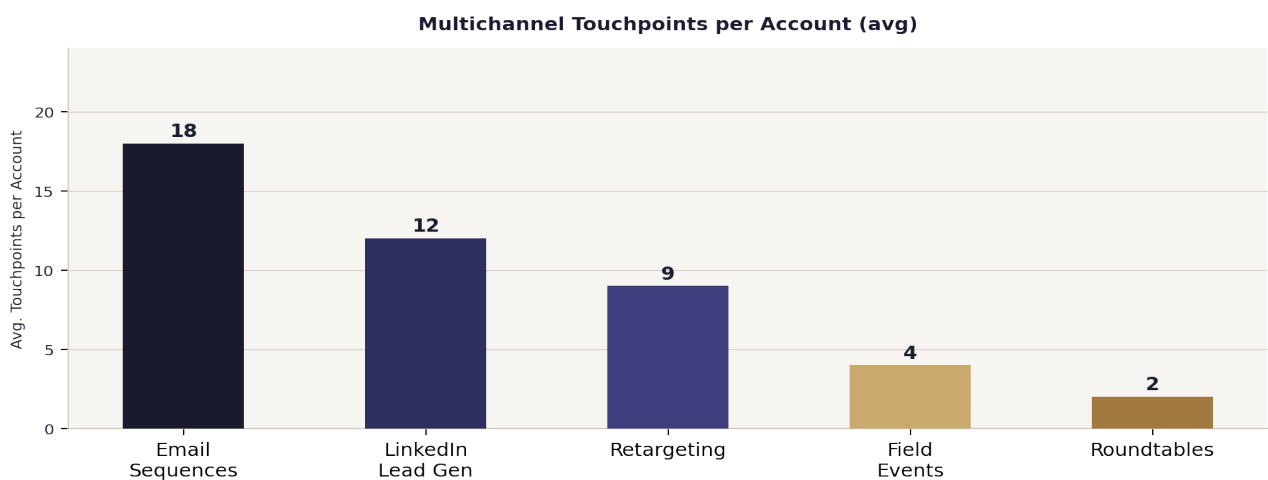
Account Penetration: Before vs After



Pipeline Funnel



Multichannel Touchpoints per Account



What the Numbers Mean

Three accounts closed in six months across two markets and two different buyer types is a precision play. The accounts that converted did so because every touchpoint, from the first cold email to the seat at the baseball game to the follow-up content the morning after, was built around what that specific buyer committee needed to see, at the moment they needed to see it. The penetration shift from 0% to 67% across previously cold accounts is the metric that tells the real story: these were not warm accounts being nudged over the line. They were organisations with no existing relationship, converted into signed revenue within a single campaign cycle.

My Role

Full campaign architecture and execution: buyer committee mapping, intent strategy, campaign theme development by market, content personalisation framework, Claude and Clay automation build, sequence design and deployment, field marketing integration across four events in two markets, LinkedIn and retargeting programme management, and performance reporting.