

A man and a woman wearing hard hats and safety vests are looking at a tablet together on a construction site. The man is wearing a white hard hat and glasses, and the woman is wearing a blue hard hat. They are both smiling and appear to be engaged in a collaborative task. The background shows a blurred construction site with steel beams and a bright sky.

Account-Based Marketing. Turning Unfocused Spend into Revenue Signals

How Precision Targeting Transformed
Commercial Performance

The Background Story

In the industrial B2B sector, businesses often invest heavily in marketing without gaining the visibility needed to understand what actually drives revenue. Budgets are spread across broad audiences. Effort is poured into campaigns meant to “generate interest”. Yet leadership teams are left asking the same question every quarter:

“Which of these activities is actually helping us win deals?”

One of our clients, a specialized industrial supplier selling engineered products, faced this exact situation. They were investing consistently in marketing, but the commercial return was unclear. Activity was happening. Spend was happening. But the connection to revenue was weak.

Their legacy model created three core issues that are very common in industrial markets:

1. Investment was spread across audiences that were never going to buy.
2. They were creating market activity but not commercial momentum.
3. Sales teams lacked visibility into which companies were actively evaluating suppliers.

In an environment where buying cycles are long, technical, and involve multiple decision-makers, this lack of insight was not just inefficient. It was slowing growth.

Fileroom was engaged to shift their strategy from **activity-based marketing** to **revenue-focused ABM**, anchored in real buying intent and sales readiness.

The Marketing Landscape

Our assessment revealed a pattern we see across many industrial organizations.

They weren't suffering from a lack of marketing activity.

They were suffering from a lack of precision.

The business was investing significant budget and internal effort, but the output was unfocused:

- Effort was going into attracting “any possible interest”, not the right buyers.
- High-value accounts were engaging silently and going unnoticed.
- Sales teams were spending time prospecting cold accounts instead of prioritizing warm ones.
- No one could see early signs of commercial intent until prospects explicitly reached out.



Strategic Objectives

Together with their leadership team, we reframed the entire commercial strategy around four core goals:

1. **Protect and optimize marketing investment.** Stop funding broad activities and refocus spend on the target companies with real revenue potential.
2. **Build a qualified, intelligence-driven audience foundation.** Use HubSpot prospecting, Data enrichment and ABM modelling to construct a precise, revenue-aligned target list.
3. **Activate buying intent across channels that influence real decisions.** Ensure their message reaches the right stakeholders inside the right accounts at the exact moments they are assessing suppliers.
4. **Turn early engagement signals into a predictable pipeline.** Give sales visibility into which accounts are warming, which are progressing, and which require immediate action.

Challenges Faced

The client's challenges reflect a broader truth in industrial B2B markets:

Most companies are not struggling with lack of marketing. They are struggling with lack of commercial intelligence.

— Unfocused Spend

Their investment was diluted across a wide market, instead of being concentrated on high-fit accounts.

— No Visibility Into Commercial Interest

Executives could see activity, but could not see which strategic accounts were evaluating solutions.

— Late Engagement in the Buying Cycle

By the time a prospect reached out, competitors had already shaped their thinking.

— Sales and Marketing Misalignment

Sales lacked insight into warm accounts. Marketing lacked insight into which accounts needed momentum.

ABM became the discipline that connected the investment, the effort, and the revenue outcomes.



Our Approach

We didn't "fix their marketing." We rebuilt the commercial intelligence system that underpins growth.

1. ICP Precision to Align Investment with Revenue Potential

Every business has a universe of possible customers, but only a specific percentage is truly worth investing in. That's what an ICP (Ideal Customer Profile) is. We defined the factors such as:

- Company size and revenue potential
- Industry relevance and purchase readiness
- Complexity of their operations
- Their likelihood of requiring high-value solutions
- Their historical behavior in similar buying cycles

ICP became the rulebook for investment. Only companies matching these commercial criteria would receive budget, content and sales attention. This prevented waste and concentrated spend where it could produce real revenue.

2. Intelligent Account Database Creation

Once we knew who was worth investing in, the next step was to build a complete, accurate view of those companies.

This meant creating a Target Account Database, Using HubSpot tools, Cognism data and fit scoring, we engineered a complete, enriched database of ideal accounts and buying committees. This became the source of truth for the organization.

3. Commercial Intent Activation

We deployed ABM technology to identify which of these strategic accounts were showing early signs of interest, such as:

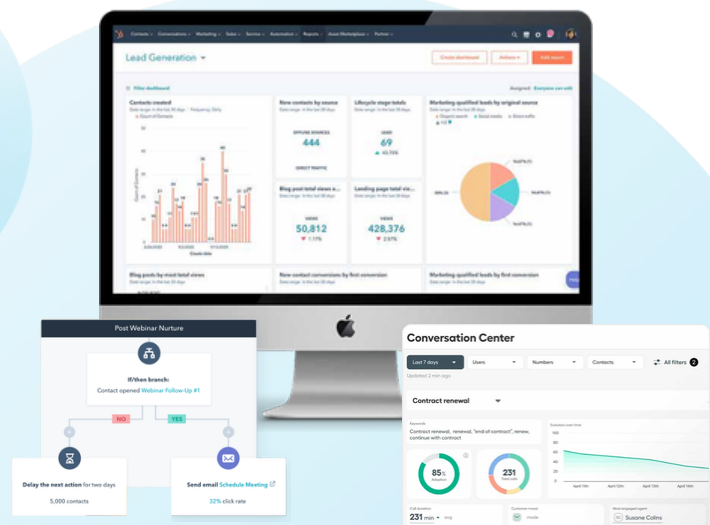
- Visiting key product pages
- Researching commercial information
- Returning repeatedly
- Multiple stakeholders exploring content

Every signal became a leading indicator for sales.

Using ABM technology, we identified these signals in real time and translated them into practical guidance:

- Which companies were "warming up"
- Which ones were showing serious commercial intent
- Which buying committee members were seeking our products, services or solutions
- When sales should engage and what message to use

This process turned invisible behavior into actionable intelligence for sales.



Strategic Evolution

Executives quickly shifted from asking, “Did marketing generate enough activity?” to asking the more powerful question:

“How many of our strategic accounts are progressing this month?”

The transformation rolled out across four phases:

→ Phase 1: Building the Commercial Data Foundation

We started by defining the Ideal Customer Profile (ICP), which clearly specifies the industries, types of companies, size, revenue range, location and other attributes of the organizations we wanted to invest in.

From there, we built a structured account database and used AI-powered tools such as HubSpot and Cognism to enrich and validate the data. This allowed us to identify the full buying committee within each target company, clearly mapping roles, job functions and seniority levels involved in the decision-making process.

→ Phase 2: Install Engagement Intelligence

We implemented real-time visibility into account behavior, allowing the business to identify which target companies were actively researching products, reviewing commercial information, or showing early signs of buying intent. These insights surfaced directly in HubSpot, transforming previously invisible activity into actionable commercial intelligence.

→ Phase 3: Align Sales and Marketing Around Revenue Moments

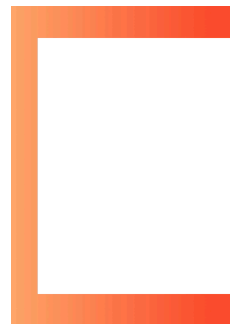
Sales teams shifted their focus from cold outreach, to accounts already showing meaningful interest. At the same time, marketing supported these efforts with personalized, relevance-driven content designed to maintain momentum and address the specific concerns being explored by each account.

→ Phase 4: Drive Predictable Pipeline Velocity

Patterns of engagement across accounts became early indicators of revenue opportunities. Instead of reacting late in the buying cycle, the business could anticipate demand, prioritize resources, and move opportunities through the pipeline with greater speed and confidence.



“When your data is reliable, every commercial decision becomes sharper. When it isn’t, even the best strategy loses impact.”



Measurable Business Impact

The shift to an ABM-driven commercial intelligence model delivered outcomes the executive team could see immediately. Within the first month of activation, the transformation was already measurable.

- **Over 200 high-value contacts showing moderate to strong buying interest were identified in the first 30 days**

This visibility did not exist before. These signals instantly changed the operations of the sales team. A team historically sceptical of marketing suddenly saw concrete evidence of real buyers moving through their journey. Collaboration between marketing and sales became natural, fast and aligned because both teams were finally looking at the same commercial truth.

- **A significant reduction in spam and bot activity across all web submission points**

We implemented filtering and intent-driven routing that reduced fraudulent or low-quality submissions by over 70%. This eliminated unproductive admin work for sales and protected data integrity by reducing automated bot attacks on form endpoints.

- **Engagement quality shifted dramatically toward revenue-qualified accounts**

In the early weeks, more than 80% of all meaningful engagement originated from accounts that matched the ICP. This contrasted with the previous model where the majority of activity was not attributed to a channel or possible to measure properly.

- **Cost efficiency increased materially**

By concentrating investment only on high-fit accounts, the business redirected a large share of previously wasted spend. The return on every marketing dollar improved because it now served a defined commercial objective instead of broad exposure.

- **Pipeline visibility and predictability improved**

Warm accounts accelerated through the early stages of the pipeline significantly faster. Sales gained earlier access to signals that indicated commercial readiness, allowing them to prioritise conversations that had real revenue potential.

- **Buying committee visibility expanded**

Previously invisible stakeholders across engineering, procurement, operations and finance surfaced as part of account-level engagement. This allowed the commercial team to influence the full decision ecosystem rather than a single contact.

- **Sales and marketing alignment became an operational reality**

With shared data, shared signals and shared definitions of account readiness, both functions worked as one system. No friction. No interpretation gaps. The business gained a unified commercial engine instead of two disconnected teams.

Marketing Leadership Perspective

This transformation reshaped how Technology, Marketing and Sales working together contribute to revenue. We didn't simply add a new ad platform to the workflow. What evolved was the role of marketing inside the business.

“Before ABM, we were investing in activity. Now we are investing in impact. For the first time, we can clearly see which companies matter, which ones are moving, and which ones are ready for a commercial conversation.”

The marketing team highlighted three critical shifts:

- 1 We stopped talking about campaigns and started talking about accounts**
Instead of reporting on traffic levels or broad awareness, marketing can now walk into an executive meeting and point directly to the companies showing meaningful movement. Conversations changed from volume to value.
- 2 Sales confidence in marketing increased immediately**
The moment we surfaced more than 200 contacts displaying moderate to strong product interest in the first month, sales engagement flipped. What used to be scepticism became proactive collaboration. Sales began asking for insights, not leads. Trust was rebuilt because marketing was delivering intelligence, not noise.
- 3 Our investment decisions became evidence-based**
With rich visibility into account behavior, we no longer rely on assumptions or industry averages. We can see which accounts are warming, which messages resonate and which markets hold the strongest commercial potential. That intelligence guides budget allocation and resource planning at an executive level.


Building a commercial engine requires shifting from instinct-driven decisions to signal-driven execution. Real account intelligence creates alignment, speed, and confidence across the organization.

Curious about the results and what they could mean for you? Get in touch to find out more.


TALK TO US



Connect With Us to Learn More.

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