

The Big Willow and Oceanos: A Partnership of Growth



THE BIG WILLOW
Intent To Help You Execute ABM

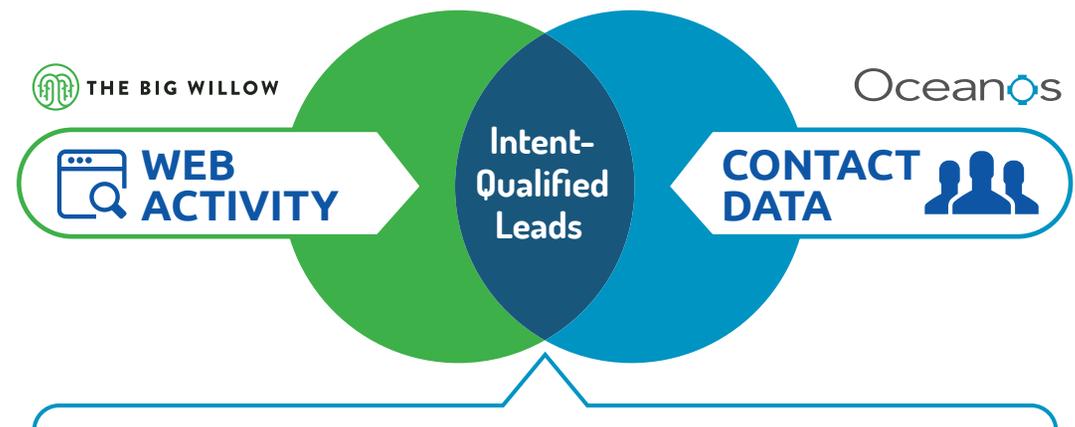
Learn how clients are experiencing exponential levels of lead growth by marrying behavioral data with geo-targeted contacts.

Industry expert David Raab of Raab Associates believes that “Monitoring trends in the content consumed by an organization provides valuable insights into its members’ interests. Adding contact information for relevant individuals at the same locations makes the information actionable for marketers.” Together, “It’s a powerful combination.” And one that The Big Willow and Oceanos have together cultivated for clients.

The Big Willow uncovers the web research activity of devices at a company based on content consumption patterns in a client’s categories, and then matches the behavior signals to the historical consumption rate within the categories. Analysis of the signals can determine (vs predicts) the buying intent and buying stage of purchasing teams who are researching the web for specific problems, solutions and vendors.

Oceanos is an expert in contact data management helping organizations cleanse, complete and grow their sales and marketing data. Serving as a data “hub,” Oceanos combines a variety of third-party sources with social profile data. The firm’s List Optimizer™ queries the database, identifies contacts based on the client’s audience definition and then cleanses, enriches and selects the best ones.

See Who’s in the Market for Your Product or Service



The Big Willow has an aggregation of all of the web activities.

Oceanos has an aggregation of contact data.

Together, that’s a powerful—and differentiating—combination.

Together, The Big Willow and Oceanos are taking account-level deterministic scoring by The Big Willow and combining it with geo-focused contacts to provide clients with Intent Qualified Leads (IQLs). As partners, the two are radically improving how organizations find their next buyer.

“Being ‘First-In’ wins deals. It’s been proven. The next wave of efficiency and effectiveness in B2B marketing is about engaging people and companies proactively with relevant offers when they are interested – not when vendors want to sell them something. Gaining insight into account-level interest signals to determine early buying intent is the first step. Second are solutions to engage the right people at these accounts. This combination helps our clients be ‘First-In’ and get ahead of their competition. This is not about ‘data’ and scores. It is about buyer engagement on their terms, during their journey. ‘Pre-Targeting’ yields buyer engagement, CXO applause and award-winning results.”

—Neil Passero, Chief Customer Officer of The Big Willow

The premise behind the partnership is about pre-targeting; it’s about the ability to uncover and determine the web research activity patterns of thousands and thousands of companies across the public web—and not just from your website. It’s an outside-in approach to marketing that compliments and extends the decade old “inbound” paradigm.

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“To maximize the impact of buyer intent signals, you need to quickly identify the members of the buying committee and understand their geo location.”

—Brian P. Hession, President & Founder of Oceanos

Whether you’re a large, multi-billion dollar enterprise or a 10-person start-up, the yields of an Oceanos and The Big Willow partnership can be profound. Here are three best practice stories from companies small, medium and large, exemplifying how they got the job done by using geo-matching.

Example Use Cases:

Start-Up

In the fast-growing mobile software market, it can take weeks, and usually months, to get into an account and schedule a meeting. Competition is fierce and there are legacy players to compete with. In one case, The Big Willow tracked the Named Accounts that were of interest to a fast growth, venture-backed company, found their most active accounts, and procured the contacts from Oceanos. Within two weeks of the start of the engagement, the client generated an opportunity with a key account and quickly moved them deeper into the funnel.

Mid-Size

A mid-sized company just raised \$35 million dollars, but was suffering from a lumpy funnel. Before working with The Big Willow, salespeople were digging down, marketing was working, but it wasn’t running smoothly. Lead flow would spike, then no leads, which essentially left the sales group with tracks of unproductive time. The Big Willow targeted in-market accounts as measured by their buyer intent signals and related stage in the buying journey. The Big Willow handed off to Oceanos the companies and geography of the intent behavior along with the client audience definition. Oceanos built a list of geo-focused contacts of key members of the buying committee. As a result, the lead flow has smoothed out, and in fact, they’ve even widened their funnel with accounts that were not on their radar.

Enterprise-Level

A 20-year-old billion dollar IT company with a big engineering-driven team was taking a very inside-out approach to leads, assuming that they knew everything about their market and that their market knew about them. But the reality was, while the company is very well known for one solution, they in fact deliver four or five different solutions with much less market recognition.

This company suffered from the same roadblock that other large organizations face. They weren’t agile, plus there were silos, internal politics and complexities to deal with. Despite these complex systems, The Big Willow applied an outside-in perspective and within 45 days they generated more than 2,000 intent qualified leads.

By using a combination of services, data orchestration, working around politics and systems, and resource constraints The Big Willow and Oceanos are helping organizations hone it on buyer intent opportunities.