

Case Study

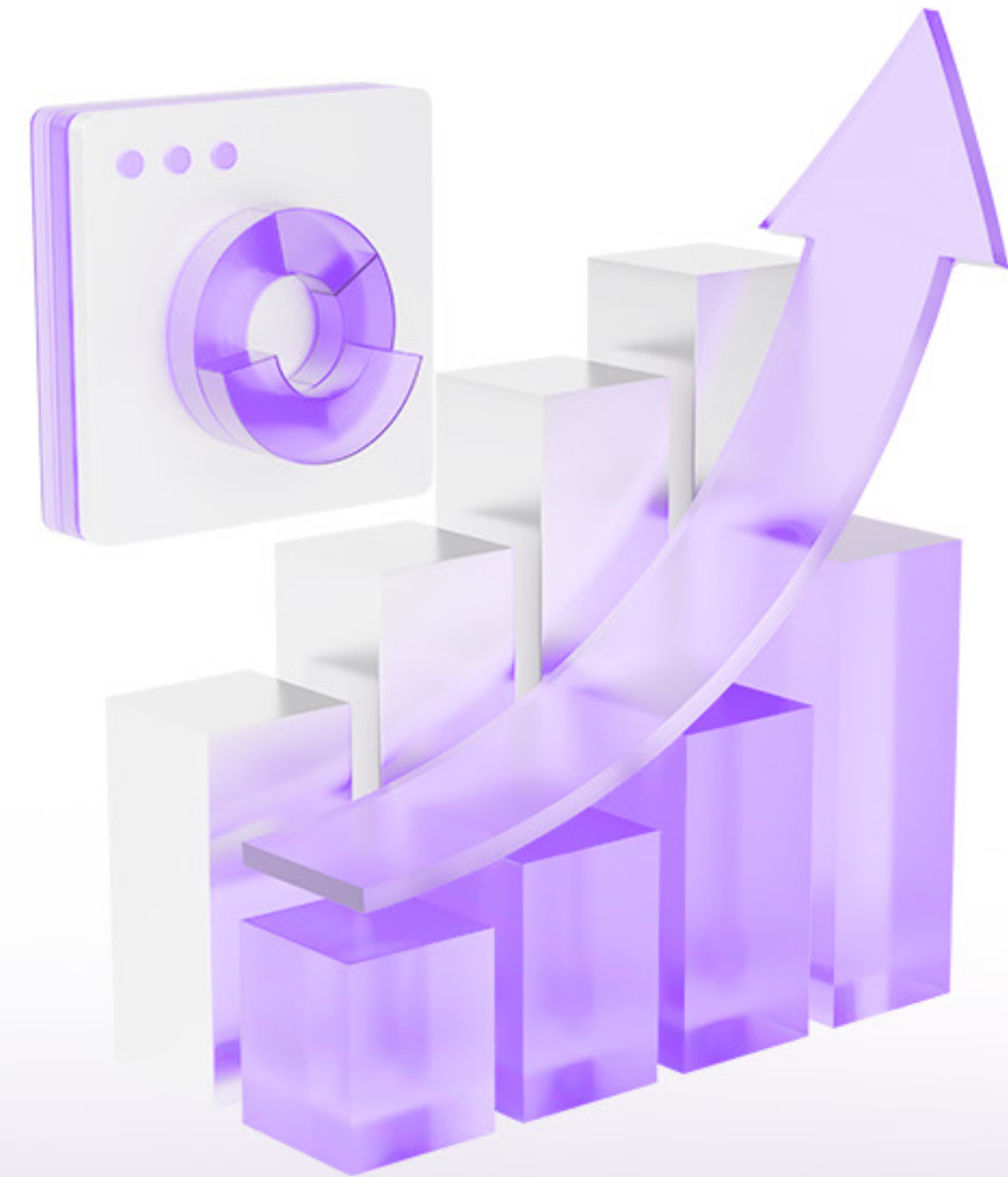
How CIEL HR Crossed 6x Its Meeting Target for GCCs in 90 Days Through Precision ABM with BambooBox

Target Industry: GCCs in India (500+ employees)

ICP: HR Heads, TA Leads, Procurement Heads, CHROs, CFOs, Global Talent Heads



India's GCCs Are Scaling Fast.



Reaching the People Who Make Hiring Decisions Is a Different Problem Entirely.

India now hosts over **1,700 Global Capability Centers**—nearly **50% of all GCCs globally**—and is on track to surpass 2,000 by 2026. These centers are no longer just cost plays. They are building for AI, product innovation, and digital transformation, competing for the same narrow pool of specialized talent in a market where the job change rate sits at **28%**.

The hiring problem is acute. GCCs need AI/ML engineers, cloud architects, cybersecurity professionals, and product managers—roles that are scarce, contested, and expensive to fill incorrectly. At the same time, hiring decisions inside a GCC are rarely made by one person. A typical buying committee spans HR, Finance, Procurement, and the C-suite, often with a global talent head setting governance from headquarters.

CIEL HR, India's full-spectrum HR solutions player, identified GCCs as a high-priority growth segment for its Permanent Recruitment and Staffing solutions. The opportunity was clear. But reaching the right people, across the right industries, with messaging that actually landed—required a fundamentally different approach than outbound calling or generic email blasts.



CIEL partnered with **BambooBox** to design and execute a full-funnel ABM program targeting GCC accounts across India, built on intent signals, persona-level segmentation, a competitive positioning no other HR brand had claimed, and a sequenced multi-channel motion that put LinkedIn first.

Understanding the Category

Before writing a single line of copy or designing a single ad, BambooBox mapped the competitive landscape across every major HR player active in the GCC segment. The picture that emerged was telling.

Global-first narratives dominated. Large listed and global MNCs in Staffing and Recruitment led with broad workforce transformation themes rooted in their international scale—relevant to MNCs, but distant from the operational reality of a GCC hiring in Coimbatore or Jaipur. Tech transformation messaging was the default pitch across the board, making the space crowded and generic. Most competitors were either large staffing providers focused on volume, or niche executive search firms focused on leadership. Almost none offered the entire spectrum of HR solutions under one roof.

The whitespace was clear: **no competitor owned the India-first, full-spectrum HR partner positioning for GCCs.** The narrative existed to be claimed. It just hadn't been.

This shaped everything that followed.



The Challenge

CIEL faced structural challenges that made traditional demand generation a poor fit for this segment:

- **Complex, multi-persona buying committees** spanning HR, Finance, Operations, and the C-suite—each with different priorities and different thresholds for engagement
- **A crowded competitive field** where larger brands had more established recall among the same decision-makers
- **Industry-specific pain points** that varied sharply across IT/Digital, BFSI, and Automotive GCCs, making generic messaging a liability
- **Limited LinkedIn presence:** CIEL's GCC audience on LinkedIn had not evolved to a mature buying audience

These factors made a precise, insight-led ABM motion essential.

Business Requirements

- Own the positioning of **India's only full-spectrum talent partner built for GCCs**
- **Build qualified pipeline** from a focused GCC account list across IT/Digital, BFSI, and Automotive
- **Engage multiple personas** within the same buying committee with relevant, stage-appropriate messaging
- **Surface in-market accounts** showing active hiring intent and prioritize them for SDR outreach
- **Establish a recognizable brand presence** for CIEL on LinkedIn within the GCC segment

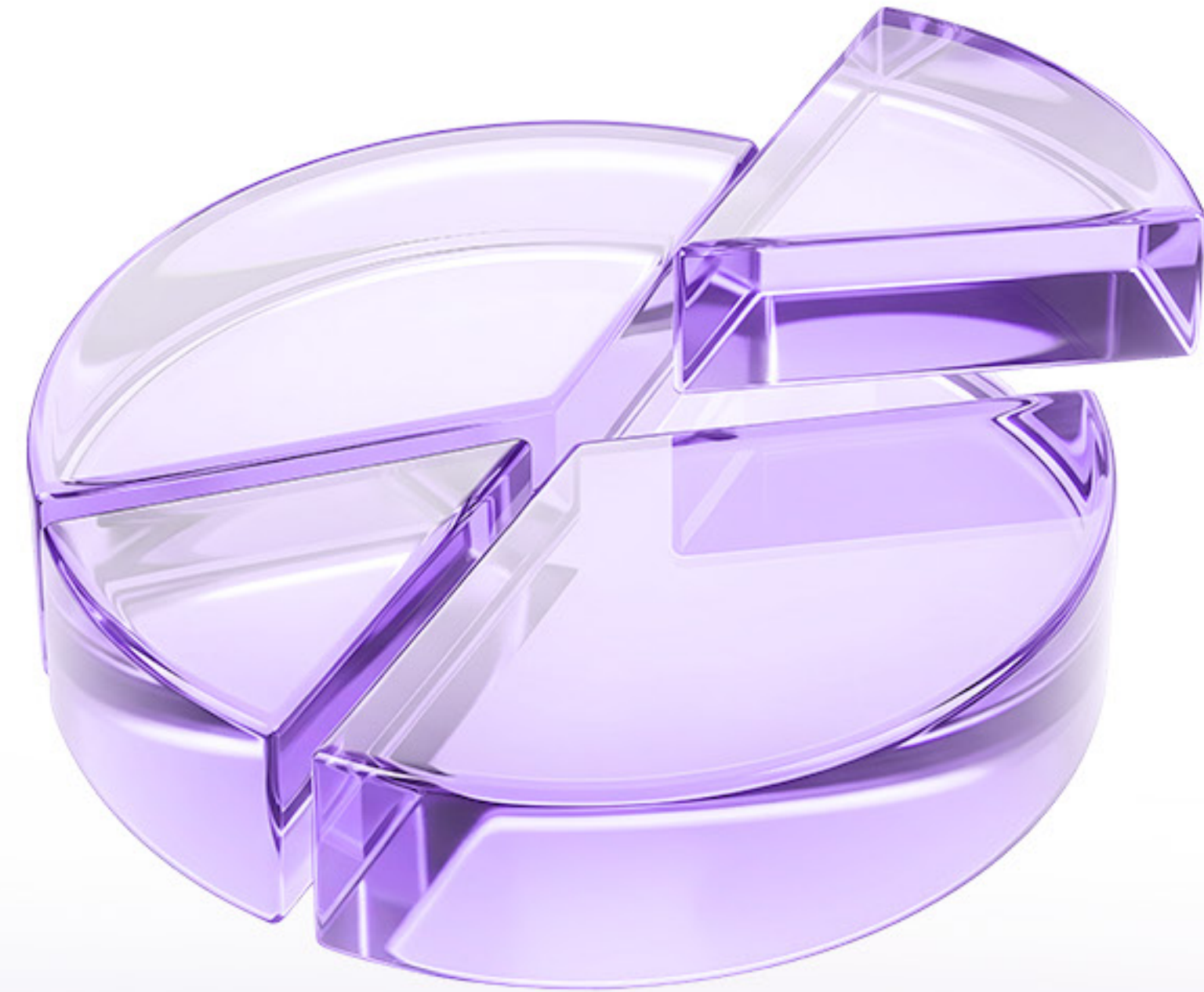
Marketing & Technology Imperatives

CIEL needed an ABM engine capable of:

- **Industry and persona-level segmentation** with intent layering to separate in-market accounts from the rest
- **A full-funnel LinkedIn campaign architecture** with distinct creative and messaging at each stage
- **Email sequences** designed to deepen engagement for accounts that responded to top-of-funnel advertising
- **Buying stage scoring** to surface potential opportunity accounts for timely SDR activation
- **Unified engagement tracking** across ad clicks, landing page visits, brochure downloads, and email interactions

BambooBox's **AI-first ABM platform** became the foundation for this integrated GTM approach.

Strategy & Execution



Before any campaign went live, BambooBox conducted a foundational positioning exercise: mapping the competitive landscape across GCC-focused HR players, analyzing how each was positioned, and identifying the whitespace. The finding was clear—no competitor had claimed the intersection of India-first delivery, full-spectrum HR capability, and strategic partnership for GCC scale. Most were either globally-oriented staffing giants or niche executive search firms. None offered a complete HR end-to-end solutions under one accountable partner with genuine Tier 2/3 reach.

This became CIEL's campaign positioning: **India's only full-spectrum talent partner built for GCCs—combining AI-led accuracy, pan-India reach, and on-ground agility to help you hire right, at scale, every time.**

This strategic foundation shaped every journey, message, and asset in the program.



ABM Program Design and Orchestration

The campaign followed a three-stage funnel—TOFU, MOFU, and BOFU—across LinkedIn and email.

Audiences were built using BambooBox's segmentation capabilities, combining third-party intent signals with first-party engagement data. LinkedIn ran first. Email followed as a depth layer for accounts already familiar with CIEL's brand through the ad motion.

1.

Building a Voice for CIEL on LinkedIn

CIEL entered this program without an established creative presence in the GCC segment on LinkedIn. Building that presence—and building it fast—was as much a part of the brief as generating leads.

BambooBox identified a clear gap in market tonality. Competitors communicated in one of two registers: transactional and volume-focused, or aspirational and strategy-heavy. Neither felt like a genuine conversation with a GCC hiring leader sitting with a real problem. The positioning crafted for CIEL was **confident, India-first, solution-oriented, and empathetic**—speaking to the operational reality of GCC hiring rather than the abstract promise of transformation.

This shaped the creative approach across **31 LinkedIn ads** and **4 long-form assets**. Creatives led with sharp, specific insights about GCC talent trends rather than generic HR messaging. The TOFU assets—offering data-backed perspectives on in-demand roles and talent mobility—significantly outperformed expectations and established CIEL as a credible voice in the space from the first month of the campaign.

2.

LinkedIn-First: Awareness Before Outreach

In a high-trust purchase like talent services, cold outreach to a cold audience is a losing bet. The program launched with LinkedIn ads structured across three funnel stages:

- **TOFU (18 ads):** Insight-led content on GCC talent trends, in-demand roles, and workforce planning challenges. Designed to drive document downloads and create early brand preference among hiring leaders
- **MOFU (6 ads):** Consultative positioning on CIEL's specific solutions for GCC hiring, targeting accounts showing solution-level intent
- **BOFU (7 ads):** Direct response—brochure downloads, landing page visits, and meeting requests targeting high-intent, engaged accounts

3.

Segmentation That Mirrored GCC Buying Reality

Accounts were segmented by industry—IT/Digital, BFSI, and Automotive—with persona layers applied within each to map the buying committee. Decision-makers (HR Heads, TA Leads, Procurement Heads) and strategic influencers (CHROs, CFOs, Global Talent Heads) received distinct messaging mapped to their specific priorities.

Industry-specific pain points shaped the creative and copy at every stage: attrition in niche tech roles for IT/Digital GCCs; leadership hiring complexity and cost pressure for BFSI; engineering role shortages and Tier 2 hiring gaps for Automotive. Intent topics—including Staffing, Hiring Outsourcing, Executive Search, and Cost-per-hire—ensured outreach reached accounts already in active evaluation mode.

4.

Email as a Depth Layer, Not a Cold Channel

Three email sequences—Nurture, Intent, and In-Market—were activated after LinkedIn campaigns surfaced engaged accounts. Email deepened relationships with contacts already familiar with CIEL's positioning through the ad motion. Industry-specific variants for IT/Digital, BFSI, and Automotive ensured relevance held as the sequence progressed toward conversion.

5.

Sales Intelligence and SDR Activation

BambooBox tracked engagement across every channel. When accounts crossed the potential opportunity threshold—combining high intent signals, website visits, and active ad engagement—we were able to **convert almost 28.5% of the target account list to MQLs** and were passed to SDRs with full engagement context. Sales entered conversations with visibility into exactly what content each account had consumed, what intent topics they were spiking on, and where they sat in the buying journey.

The Impact



The campaign ran for a quarter and the results were



1 6x the Meeting Target

6x

The program generated qualified meetings at **6x of target performance**. Proposal plans were sent to in-market accounts, and multiple ICP-matched prospects demonstrated high buying intent through direct engagement on LinkedIn ads—including voluntarily sharing contact information—signals unlikely to emerge through traditional outbound motions.

2 High-Quality ICP Leads in 90 Days



We converted almost 28.5% of the target account list to MQLs and converted 5% of those into meetings from the GCC ICP at highly efficient acquisition costs, generating hundreds of qualified leads while maintaining healthy click-through and conversion performance. Campaign reach exceeded 700K impressions and drove significant click volume—strong outcomes for a senior, hard-to-reach B2B audience within a lean media budget.



3

Funnel Movement



69.6% of the accounts actively engaged with the LinkedIn campaigns. We were able to increase the number of accounts in the **aware stage by 37% and engaged stage by almost 139%** from the start of the project and further bring them down the funnel.

4

A Visibility Built from Zero



In three months, CIEL significantly increased its visibility in the GCC segment on LinkedIn—emerging as a more recognisable and credible brand with a distinct voice, stronger creative identity, and consistent market presence.

Winning Before the First Cold Call





“

BambooBox brought a structured and strategic approach to account-based marketing. Their ability to combine audience insights, targeted messaging, and multi-channel engagement helped us connect with the right stakeholders and create meaningful conversations within a key growth segment.

”

Saikat Chakraborty

Head of Marketing
CIEL HR



In a market where every major HR brand is competing for the same senior buyer's attention, the brands that win are the ones that **earn familiarity before they pitch, demonstrate understanding before they sell, and show up with precision rather than volume.**

This program shows how BambooBox enabled CIEL to do exactly that. A sharp competitive positioning that claimed whitespace no competitor had taken. A creative approach that gave CIEL a genuine voice in the GCC segment on LinkedIn—built , in under 90 days. A buying-stage intelligence layer that put SDRs in front of the right accounts, at the right moment, with the right context.

The results were **quite encouraging as almost one-third off the target accounts converted to MQLs and the SDRs** achieved around 1:20 meeting conversions **in less than 90 days**—on a lean budget. But more than the numbers, CIEL now has a GTM engine it can scale across every GCC sub-segment in India.

In the new world of B2B HR sales, **intent-led ABM is not a campaign. It is a structural advantage.**