

## CASE STUDY



How Airtel Business created a successful modern marketing approach to generate pipeline and revenue through Account Based Marketing for SD-WAN

- 2X revenue vs. initial target within 6 months
- End-to-end ABM with multi-channel execution
- 25% revenue contribution from digital



Airtel Business is India's leading secure connectivity and technology communications solutions provider. With an exceptional network strength, catering solutions to business of all sizes across India, the US, Europe, Africa, the Middle East, Asia-Pacific, and SAARC. No. 1 in Connectivity, Cellular IoT, CPaaS, and among the top three Data Centers in India.

Airtel Business has been rapidly expanding their offerings from just mobility into newer technologies to support the evolving needs to the enterprise business customers. They include other connectivity solutions like SD-WAN, CPaaS solutions like Assured Delivery, Hyper Local and Cloud solutions like Data Centres. This also meant accelerating the GTM strategies.

## Context

### Martech wonderland and its share of problems.

While Airtel Business has always been the first to embrace new age Martech tools, the challenges of navigating through a complex array of Martech tools and platforms was no different. Each tool required significant time and resources to manage, often diverting focus from strategic growth initiatives to operational complexities.

### The Rabbit Hole: Why Traditional Lead-Based Targeting Is Dead

Traditional lead-based targeting has long been the go-to strategy for sales and marketing teams, but in today's complex B2B landscape, it's proving to be ineffective. It was no different for Airtel Business and here's why:

- 1 **Lack of Account Visibility:** Lead-based approaches focus on individual contacts rather than the entire account, leading to blind spots in engagement and missed opportunities with key decision-makers.
- 2 **Low Account Penetration:** Enterprise deals involve multiple stakeholders, but lead-based models often engage only a few, failing to drive meaningful influence across the buying committee.
- 3 **Scattered & Incomplete Data:** Leads exist in silos, preventing teams from forming a cohesive view of the account. This fragmented approach weakens engagement strategies.
- 4 **Sporadic & Uncoordinated Content:** Without an account-based focus, content strategies become inconsistent, failing to address the collective needs and pain points of the entire organization.
- 5 **Siloed Teams & Disjointed Efforts:** Marketing, sales, and customer success teams often operate in isolation, leading to unaligned outreach, redundant efforts, and inefficient use of resources.

### Deeper engagement at account level

Engagement in enterprise accounts often suffers from a lack of coverage and visibility due to their vast size, limiting Key Account Managers (KAMs) to reaching only a small portion of stakeholders.

## The Business Environment

<b>Business Requirements</b>	Improve penetration in existing accounts for non-core solutions (cross - sell)	To establish that Airtel is more than a telecom provider— a technology partner driving business transformation. For enterprise and mid-market organizations, we deliver integrated digital solutions that go beyond connectivity, enabling innovation, efficiency, and growth.		
<b>Challenges</b>	Data of key decision makers	Lack of Account Intelligence	Account Access / Relationships in accounts beyond technology teams.	
<b>Marketing Imperatives</b>	To position Airtel as the digital backbone for innovation, agility, and operational excellence. Whether scaling your business, securing critical data, or optimizing collaboration, Airtel is your trusted enterprise partner.		To understand buyer persona and identify DMUs	To adopt an integrated campaign approach
<b>Technology Imperatives</b>	A platform to integrated data across platforms	A platform to run account-based GTMs.	A platform to capture and interpret internal and external account intelligence	A platform to prioritize accounts for DSR outreach

In short, the traditional lead-based model is outdated. It's time to shift towards account-centric engagement for deeper relationships, better conversion rates, and long-term success. Therefore, the need for a nervous system to run a signal based GTM motion was critical.

# Strategy & Approach

## How Airtel Business delivered business growth and pipeline through a holistic ABM centric-approach

### Airtel Business & BambooBox: Transforming ABM with AI-Driven Strategy

Airtel Business joined forces with BambooBox to develop an integrated Account-Based Marketing (ABM) program that not only fueled pipeline growth but also established a unified, data-driven marketing approach. By leveraging AI-powered insights, this strategy streamlined data, platforms, and campaigns for precise, impactful engagement. As part of this initiative, SD-WAN was identified as the key growth driver, with a targeted execution across BFSI and Manufacturing industries.

### ABM Program Design: A Demand-Centric Approach

The ABM strategy was built on a demand creation and demand capture model, ensuring a seamless transition from awareness to conversion. Key components included:

- ✔ **Intent-Based & In-Market Targeting:** Identifying the Ideal Customer Profile (ICP) and leveraging intent signals for precise outreach. By segmenting audiences at the time of engagement, targeting became more effective.
- ✔ **Personalized Content & Messaging:** Developing industry-specific, persona-driven content strategies to enhance engagement.
- ✔ **Multi-Channel, Multi-Touch Campaigns:** Creating personalized engagement pathways based on account behavior and buying signals.

### BambooBox's Role: Driving ABM Excellence

BambooBox played a crucial role in executing the ABM program by providing:

- ✔ ABM Strategy & Program Management
- ✔ Data Enrichment & AI-Driven Insights
- ✔ An AI-First Integrated ABM Platform

Through this collaboration, Airtel Business enhanced its go-to-market efficiency, deepened account penetration, and accelerated business growth using a data-led, AI-powered ABM approach.

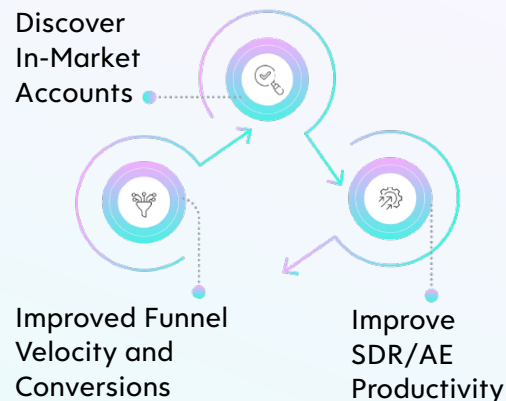


## The Goal

Generate sustainable pipeline for SD-WAN within 6 months

Implement a multi approach demand strategy with ABM

Attain 20% digital contribution for revenue generated



## How Airtel Business leveraged BambooBox for their ABM program design for SD-WAN

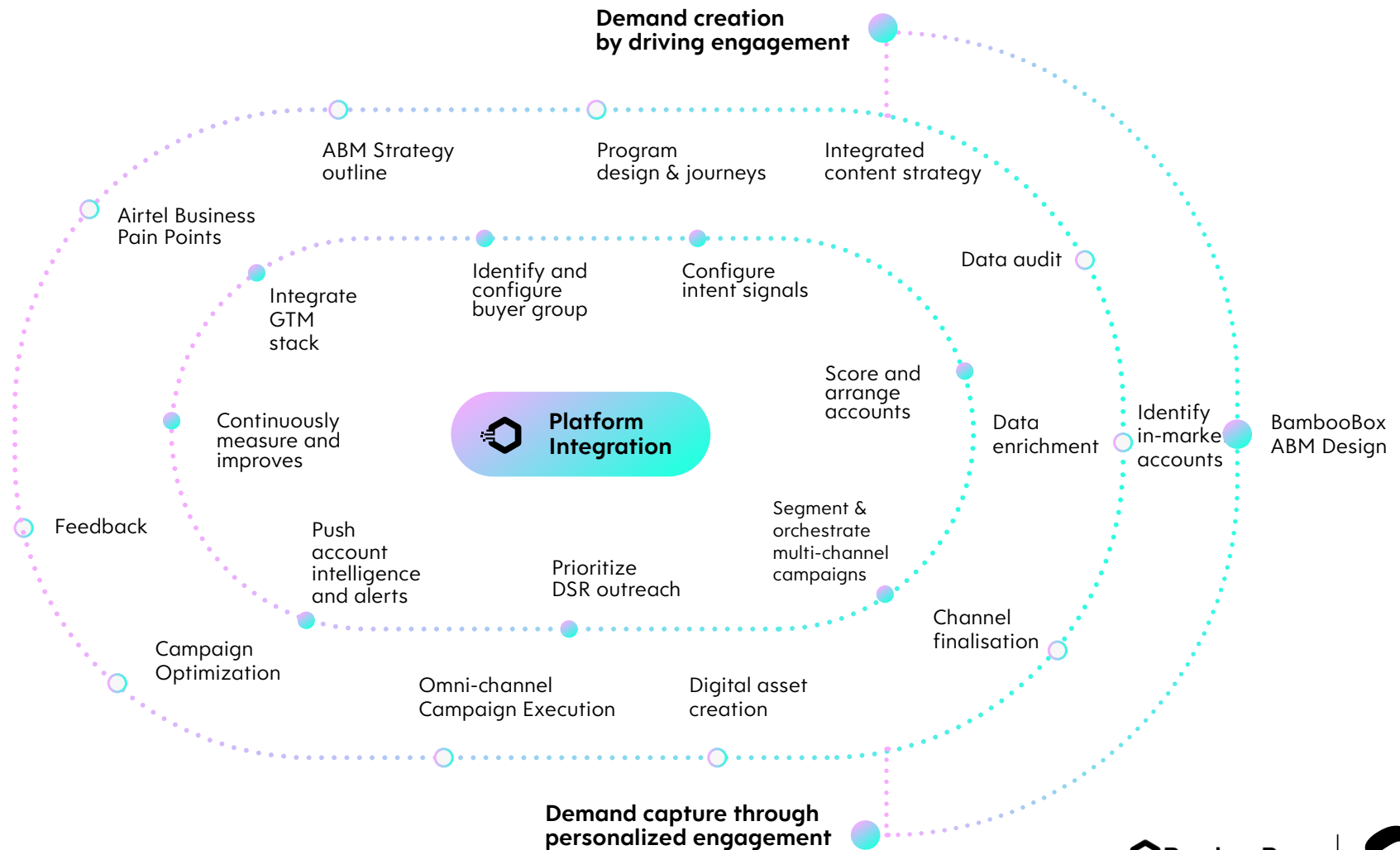
Airtel Business and BambooBox implemented a multi-approach demand strategy, combining:

- **Demand Capture** through personalized engagement, ensuring high-intent accounts received tailored interactions.
- **Demand Creation** by proactively driving engagement, nurturing accounts, and expanding interest across key stakeholders.

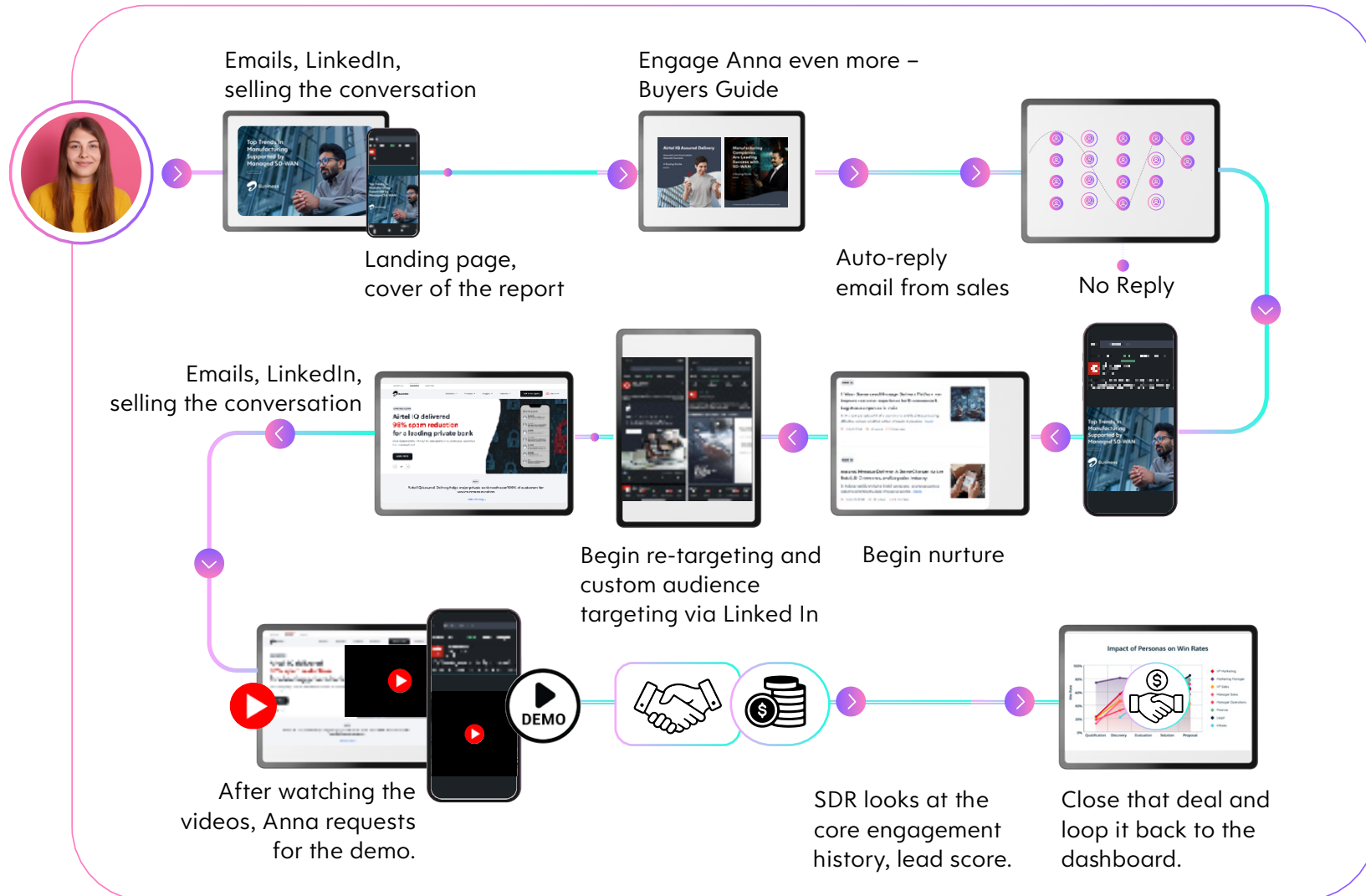
This approach enabled a more effective and scalable pipeline, accelerating conversions and maximizing revenue impact.

Airtel Business and BambooBox implemented a comprehensive end-to-end ABM strategy, leveraging a mix of organic, paid online, non-paid online, and event-driven engagement. The program and communication were strategically designed based on funnel stages, utilizing LUMO, BambooBox's Intent Orchestration Agent for emails, to deliver highly targeted and relevant messaging throughout the buyer's journey.

# How Airtel Business set up an integrated ABM eco-system through BambooBox



# Campaign Execution



# Seamless Platform Integration for Unified GTM Data

Airtel Business leveraged the BambooBox AI-First ABM platform to consolidate all go-to-market (GTM) data in one place, enabling a holistic view of accounts and buyer groups. By integrating 1st-party and 3rd-party data, intent signals, and account journey insights, they were able to:

- Prioritize accounts based on their journey stage.
- Empower GTM teams to orchestrate targeted campaigns aligned with the buyer's journey.
- Deliver stage-specific content to accelerate funnel progression.
- Provide marketing-qualified accounts (MQAs) to sales, ensuring a seamless handoff.

This data-driven approach allowed Airtel Business to optimize engagement, enhance account intelligence, and drive meaningful conversions.

## The Results

- **2X revenue vs. initial target within 6 months**
- **End-to-end ABM with multi-channel execution**
- **25% revenue contribution from digital**