BambooBox

Algonomy drives 39% more opportunities with the BambooBox ABM platform

To keep up with their 30% YoY growth, Algonomy wanted to capture demand within their top accounts through data-driven account prioritization.

ALGONOMY

Over 400 retail brands such as HP, L'Oreal, Tiffany&Co, Aldi, McDonalds, Zalora and Pizza Hut use Algonomy to orchestrate personalized customer engagement.

Algonomy has a data-first marketing approach. The marketing team's core KPIs are aligned on pipeline generation and revenue. They were using 6sense before migrating to BambooBox.
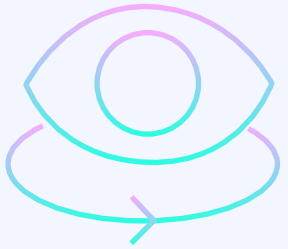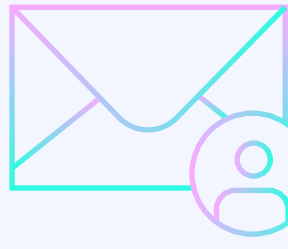
Our challenges with 6sense were:
- The platform wasn't intuitive
- Lack of actionable insights
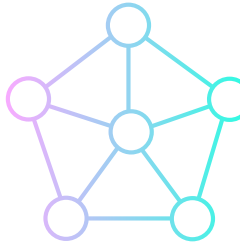- Lack of support for better leveraging the platform

The solution

In their search for an intuitive and configurable platform, BambooBox was the best choice. With BambooBox, they can manage their data, processes, internal alignment and collaboration effectively. Having weekly meetings with BambooBox's customer success teams helps their team focus on potential opportunities.

360° account view	**Account prioritization**	**Personalized messaging**
Intent, engagement & account history in one view	Prioritize accounts for outreach based on intent + engagement score	Activated 8-week hyper-personalized email sequence

With BambooBox, Algonomy monitors engagement levels for each account's buying committee. Using intent surge, they run contextual campaigns based on funnel stages.

Nurture campaigns and Display Ads	**1-on-1 SDR outreach**	**Identifie as MQLS**
High Intent + No engagement = TOFU	High Intent + Engagement = MOFU	High Intent + Top Account = BOFU

> BambooBox has helped us carry out highly targeted engagements even in competitive geographies like the US and Europe. We saw results within the first few months.

ASEEM SINHA,
GLOBAL HEAD OF GROWTH MARKETING, ALGONOMY

↑ **$1.65M** qualified pipeline generated within 6 months of go-live

↑ **39%** monthly increase in opportunities generated through SDR outreach

↑ **11%** uptick in CTR on LinkedIn display campaigns

BambooBox

Our modern ABM platform helps B2B marketing and sales teams achieve consistent, predictable, and aligned pipeline goals. It delivers value in 1/6th of the time as compared to traditional ABM platforms

For more details: ✉ connect@bamboobox.ai