

Case Study

How Comviva Built High Quality C-Suite Pipeline for Its BSS Portfolio Through ABM with BambooBox



Target Industry: Telecom

ICP: Telco Leaders



Telecom Transformation Is Accelerating.



However Reaching Business Leaders Is Harder Than Ever

Telecom operators globally are undergoing deep transformation, with enterprise revenue expected to rise from **18% today to 35%** in the coming years, making B2B the most significant growth engine for CSPs.

As operators prioritize **5G business applications, cloud services, AI-driven solutions, and CX modernization**, the need to modernize the digital core-especially **BSS platforms**-has intensified.

Comviva, with its digital BSS portfolio, identified a focused set of Tier-1 and Tier-2 operators as strategic targets. However, influencing Telco leaders-who drive transformation programs-remained challenging with traditional lead-based marketing.

To unlock these leadership conversations, Comviva partnered with **BambooBox** to build a precision-driven ABM program anchored in intent signals, unified view, thought leadership, and multi-channel orchestration.



The Challenge

Comviva faced industry-wide challenges common in telecom transformation cycles:

- **Highly complex buying committees** with 8–15 influencers
- **Long transformation decision cycles** (9–18 months)
- **Fragmented data** across sales, marketing, and product teams
- **Difficulty accessing multiple senior digital and product leaders**
- **Operators' shifting priorities** toward AI, cloud, 5G, and CX modernization (ranked among the highest growth drivers by global telco leaders)

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

Business Requirements

- Position Comviva as a **strategic transformation partner**
- Build qualified pipeline within a **limited high-value account list**
- Increase penetration across relevant personas
- Identify **in-market operators** showing BSS modernisation intent
- Enable sales teams with deeper account intelligence

Marketing & Technology Imperatives

Comviva needed an ABM engine capable of:

- Persona mapping and buying-group identification
- Capturing real-time intent intelligence (5G monetization, AI, cloud-native BSS, CX)
- Providing Stage-specific content journeys
- Generating Multi-touch engagement with leadership personas using 1 to many ABM approach
- Unified GTM data for sales, SDRs, and marketing

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

Strategy & Execution



Before activating the ABM program, BambooBox conducted a foundational strategy exercise to deeply understand Comviva's category, competitive landscape, brand strengths, and ideal customer profiles. This included analyzing how global BSS vendors positioned themselves, identifying whitespace in CX-led transformation narratives, and mapping the specific priorities of relevant personas across targeted operators. Through this process, BambooBox crafted a clear campaign positioning that differentiated Comviva as a strategic enabler of digital growth - not just a BSS provider. This strategic foundation informed every element of the ABM program, ensuring that journeys, messages, content, and touchpoints were precisely aligned with category dynamics, buyer expectations, and competitive realities.



ABM Program Design and Orchestration

The campaign followed a three-stage funnel approach—Top of Funnel (ToFU), Middle of Funnel (MoFU), and Bottom of Funnel (BoFU) across LinkedIn and emails. The stage audiences were built using BambooBox platform's segmentation capabilities. The account segments were built by combining third-party intent signals with first-party engagement data.

Dedicated LinkedIn campaigns and email sequences were created for each funnel stage.

1. Persona-Aligned Thought Leadership for C-Suite Influence

BambooBox developed a content engine and assets mapped to top transformation drivers identified by telecom leaders:

- **Innovation & new digital revenue** (44% cite this as the top B2B success driver)
- **Customized enterprise solutions** (38%)
- **Security & resilience** (35%)

Therefore, the assets developed were centred around these factors. These personas (CIO, CTO, CDO, CPO) received assets matched to their strategic priorities, from AI-powered CX transformation to cloud-native BSS architecture.

2. Intent & In-Market Account Prioritization Using Telecom Research Insights

Mapping global telecom transformation trends includes priorities like **5G (42%)**, **cloud (41%)**, **AI-led solutions (74%)**, and **CX modernization**. With BambooBox intent signals enabled Comviva to identify operators actively exploring modernization opportunities

This ensured the limited target accounts were **high-probability, in-market operators**.

3. Driving TOFU Influence for Brand Preference & Early Leadership Meetings

Unlike many brands who focus only on the low hanging fruit, we chose to drive awareness early on for brand choice. A key part of the strategy was building strong **top-of-funnel influence** through sharp, insight-led thought leadership. By amplifying thought leadership assets along with several blogs, Comviva shaped early brand preference among operators exploring AI, 5G, cloud-native BSS, and CX transformation. This strengthened visibility at the awareness stage and opened **early meetings with C-Suite** giving Comviva leadership access much sooner than typical BSS cycles and creating a clear advantage in competitive accounts.

4. Multi-Channel Precision ABM Journeys

Using BambooBox's platform, Comviva was able to garner insights into the following:

- Leadership signal-based email campaigns
- LinkedIn executive targeting
- Engagement on customised landing page
- Insight-rich sales outreach sequences
- Retargeting workflows based on persona engagement

Every touchpoint was driven by intent signals and first party engagement.

5. Sales Intelligence & SDR Activation

BambooBox supplied sales with:

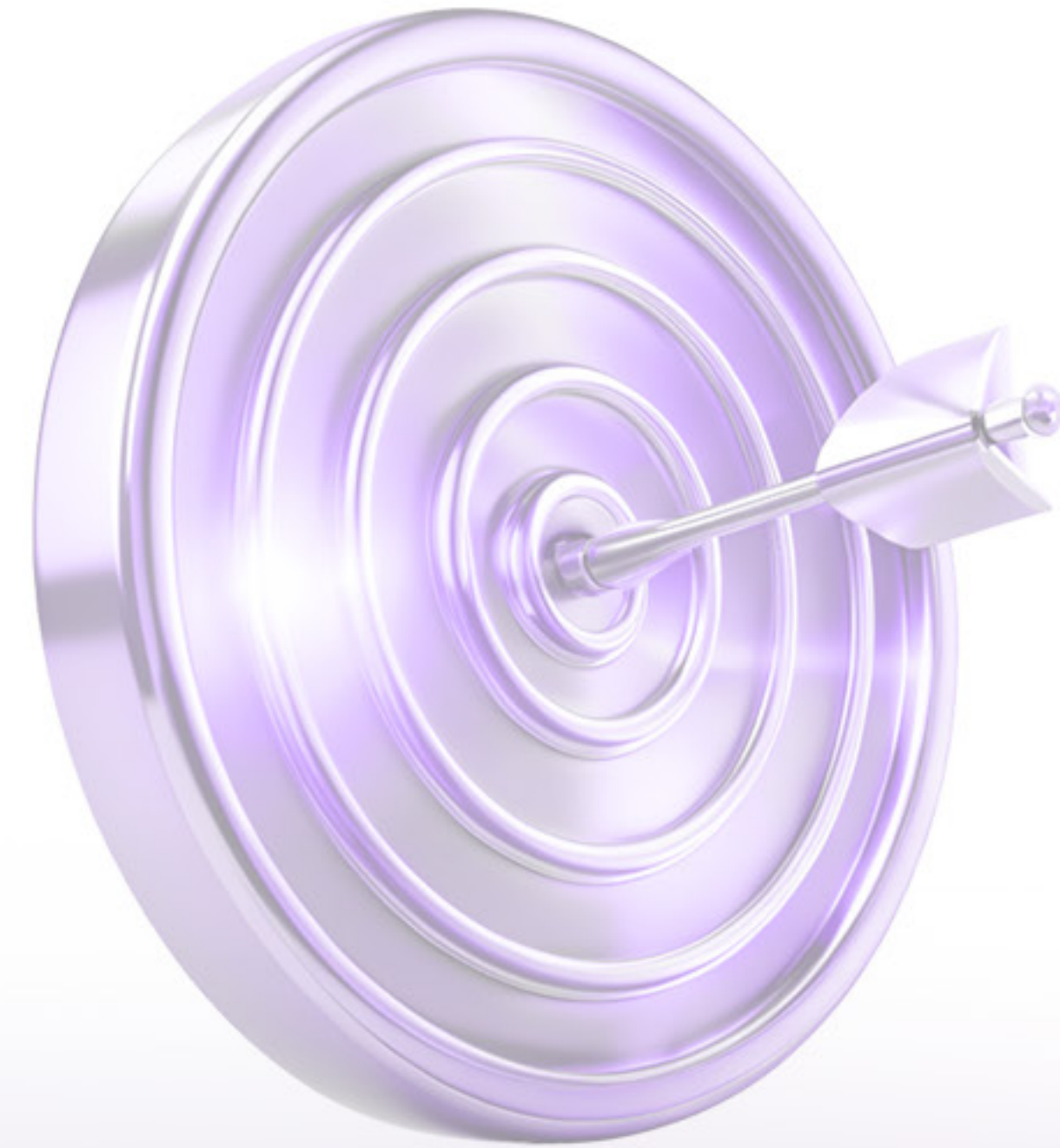
- Buying stage scoring
- Persona-level engagement dashboard
- Intent topics showing spike trends
- ICP scoring
- Alerts when C-Suite engagement crossed key thresholds

This enabled SDRs and AEs to enter conversations with **context, timing, and precision.**

6. High-Value Asset That Opened Leadership Doors

As part of the campaign, Comviva deployed its flagship thought-leadership assets. These assets became a powerful catalyst for engagement, helping Comviva gain inroads into several leading telecom operators and their C-Suite leaders. Its practical frameworks, such as the 6C Experience Model and B2B journey transformation guidance, resonated strongly with the target audiences. Integrated into BambooBox's ABM workflows, it sparked strategic conversations and positioned Comviva as a credible transformation partner early in the engagement cycle.

The Impact



1.

C-Suite Access in Tier-1 and Tier-2 Operators

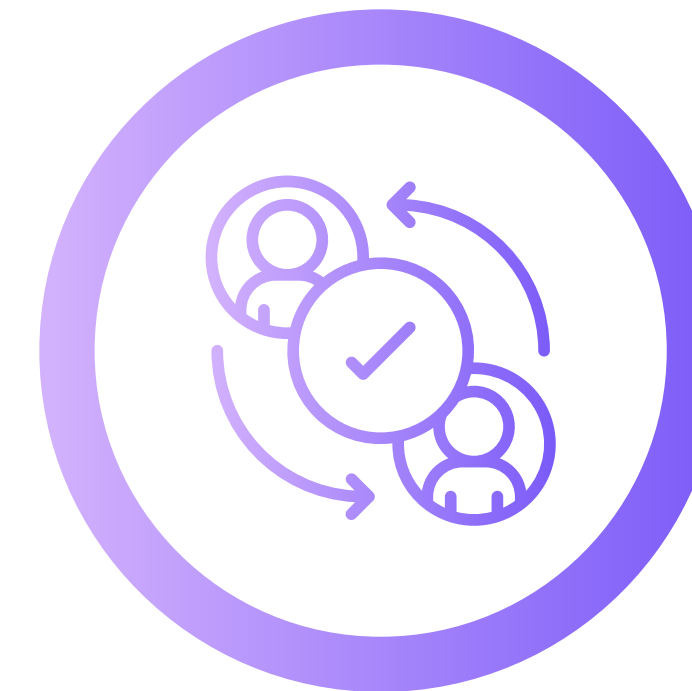
The program generated direct hand-raisers from senior leaders, who proactively demos and strategic discussions – opening high-value engagement pathways in priority Tier-1 and Tier-2 accounts.

2.

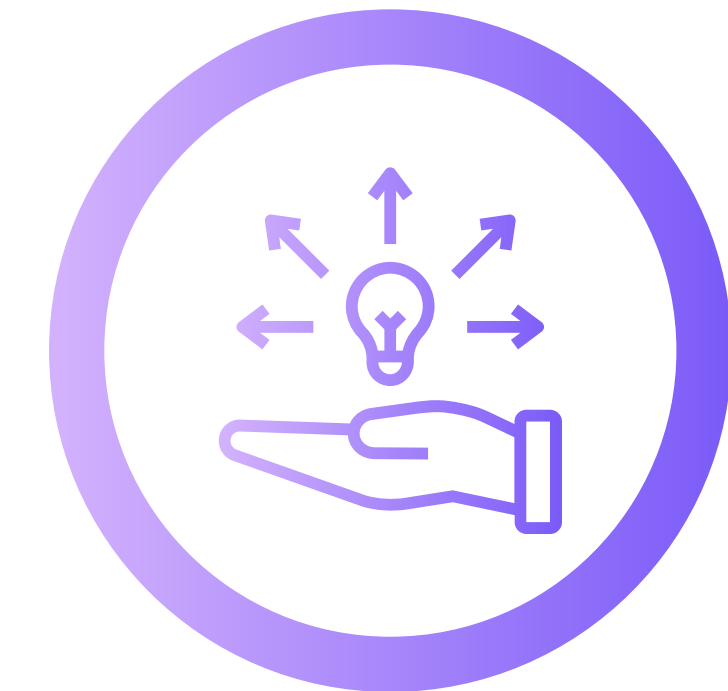
Funnel Movement



19% accounts moved from unengaged to brand aware stage in a span of 2 months.



2% accounts became highly engaged in the same period.



1% accounts became potential opportunities in the course of the campaign.

Campaign Performance High Point:

SEA + MENA thought leadership campaign gained a CTR of 0.6% on LinkedIn with Cost Per Lead of USD 70 for a limited audience of 3.6K+ consisting of C-Suite and Top Management.



3.

Expanded Buying Group Visibility

Through continuous data enrichment, the number of contacts grew 5X covering the buying committee members across B2B business, IT, digital, products and C-suite.

4.

Elevated Positioning as a Transformation Advisor

Thought leadership reframed Comviva as a strategic partner for AI, 5G, CX, and cloud-led modernization.

5.

A Repeatable ABM Engine for Future Portfolios

Comviva now runs a scalable GTM motion across BSS and adjacent product lines.



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At Comviva, our mission has always been to help telecom operators accelerate their digital transformation journeys. As we prepared to scale our BSS business within a rapidly evolving landscape, it became clear that traditional demand-generation tactics would not create the level of influence or engagement required with CXOs in large operators. We needed a modern, precision-led approach—one rooted in account intelligence, differentiated thought leadership, and highly contextual engagement.

This is why we chose to collaborate with BambooBox. Their ability to decode category dynamics, understand our brand strengths, analyze competitive positioning, and translate these insights into a sharp ABM strategy. Together, we aligned on a unified vision: to build deeper, more meaningful relationships with strategic operators and position Comviva as a trusted transformation advisor at the leadership level. This partnership has elevated our go-to-market motion and set a new benchmark for how we engage high-value enterprise accounts.


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Suryadeep Verma

Chief Marketing Officer

Winning Before the Conversation Starts





In a telecom market defined by transformation, the brands that win are the ones that **earn trust before they pitch, educate before they sell, and influence before they engage.**

This collaboration shows how BambooBox enabled Comviva to do exactly that— turning insight into authority, authority into access, and access into pipeline. In the new world of telecom B2B, that is the ultimate competitive advantage.

This ABM program design and developed by BambooBox demonstrated that **depth, not breadth, drives the enterprise pipeline** in telecom transformation cycles.

By combining **intent intelligence, persona-based thought leadership, and telecom-relevant insights**, BambooBox enabled Comviva to:

- Influence C-Suite leaders early
- Build relevance around modernization priorities
- Create strategic opportunities even within a small account set
- Strengthen long-term positioning for digital transformation deals

The result: **a modern, insight-led ABM engine that accelerates the BSS pipeline and opens doors at the highest levels of telecom leadership.**