

CASE STUDY

How Comviva built high-quality C-Suite pipeline and strategic leadership access across Tier-1 and Tier-2 telecom operators using precision-led ABM.

- 19% of accounts moved from unengaged to brand-aware in 2 months
- 5X expansion in buying committee visibility across BSS decision-makers
- 0.6% LinkedIn CTR among 3.6K+ C-Suite telecom leaders (USD 70 CPL)



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.

Context

Telecom Transformation Cycles Require Precision Influence

Comviva identified a focused set of Tier-1 and Tier-2 operators as strategic targets for its digital BSS portfolio. However, influencing senior digital, product, and business leaders - the true drivers of transformation programs - proved challenging using traditional lead-based marketing.

The Shift: From Lead-Based Outreach to Account-Led Influence

Traditional demand generation models lacked the depth and intelligence required to navigate long telecom buying cycles. An insight-led, intent-driven ABM motion became essential to unlock leadership conversations.



Complex Buying Committees

Telecom BSS transformation decisions involve 8–15 stakeholders across IT, digital, product, and business teams, making single-contact engagement ineffective.



Long Decision Cycles

Transformation programs typically span 9–18 months, requiring sustained influence across multiple buying stages.



Fragmented GTM Intelligence

Sales, marketing, and product data existed in silos, limiting account-level visibility and coordinated engagement.



Limited Leadership Access

Reaching multiple senior decision-makers within Tier-1 and Tier-2 operators was difficult through traditional outbound or inbound tactics.



Rapidly Shifting Modernization Priorities

Operators' focus areas, AI-led solutions, 5G monetization, cloud-native BSS, and CX modernization required timely, contextual engagement aligned to active transformation intent.

The Business Environment

Business Requirements

Position Comviva as a strategic transformation partner

Build qualified pipeline within a focused set of Tier-1 and Tier-2 telecom operators. Increase buying-group penetration across CIO, CTO, CDO, and CPO personas. Identify in-market operators exploring BSS modernization. Enable sales teams with deeper account intelligence to drive leadership conversations.

Challenges

Complex Buying Committees

8–15 stakeholders across IT, digital, product, and business teams.

Long Transformation Cycles

9–18 month enterprise decision timelines

Fragmented GTM Data Sales, marketing, and product intelligence existed in silos.

Shifting Modernization Priorities

AI-led solutions (74%), 5G monetization (42%), cloud-native (41%), CX modernization.

Marketing Imperatives

Reframe Positioning

Move from “BSS provider” to digital growth enabler and transformation advisor.

Persona-Aligned Thought Leadership

Deliver assets mapped to innovation (44%), enterprise solutions (38%), and security/resilience (35%).

Intent-Led Targeting

Activate accounts showing active exploration of AI, 5G, cloud-native BSS, and CX modernization.

Multi-Stage ABM Orchestration

Structured ToFU → MoFU → BoFU journeys across LinkedIn and email.

Technology Imperatives

Unified GTM Intelligence Platform

Single account view combining intent signals, engagement data, ICP scoring, and buying-stage insights.

Real-Time Intent Capture Monitor spikes across AI, 5G monetization, cloud-native BSS, and CX themes.

Buying Group Identification & Enrichment

5X expansion in enriched buying-committee visibility.

Sales Intelligence Activation

Persona-level dashboards, engagement scoring, and C-Suite activity alerts for SDR prioritization.

In short, telecom transformation cycles demand precision influence across complex buying groups. An intent-led, unified ABM engine became critical to unlock leadership access and accelerate BSS pipeline momentum.

Strategy & Approach

How Comviva built leadership-level pipeline through precision ABM Comviva & BambooBox

Transforming BSS GTM Through Intent-Led ABM Comviva partnered with BambooBox to build a precision-driven ABM program anchored in intent signals, unified GTM visibility, persona-based thought leadership, and multi-channel orchestration. Before activation, BambooBox conducted a

foundational strategy exercise analyzing global BSS positioning, competitive whitespace, and operator transformation priorities. This repositioned Comviva from a traditional BSS vendor to a strategic digital growth enabler shaping leadership perception before engagement.

ABM Program Design: A Transformation-Centric Approach

The ABM strategy was built to unlock leadership access across complex telecom buying groups, ensuring influence across long transformation cycles.

✔ Intent-Based Account Prioritization

Identifying Tier-1 and Tier-2 operators actively exploring AI-led solutions (74%), 5G monetization (42%), cloud-native BSS (41%), and CX modernization.

✔ Persona-Aligned Thought Leadership

Delivering strategic content mapped to innovation (44%), enterprise solutions (38%), and security/resilience (35%) priorities.

✔ Multi-Stage ABM Orchestration

Structured ToFU → MoFU → BoFU journeys across LinkedIn and email based on intent signals and engagement behavior.

BambooBox’s Role: Driving ABM Execution Excellence

BambooBox enabled Comviva’s ABM motion by providing:

- ✔ Unified GTM intelligence combining intent, engagement, and ICP scoring
- ✔ Buying-stage scoring and persona-level dashboards
- ✔ Real-time C-Suite engagement alerts
- ✔ 5X expansion in enriched buying committee visibility

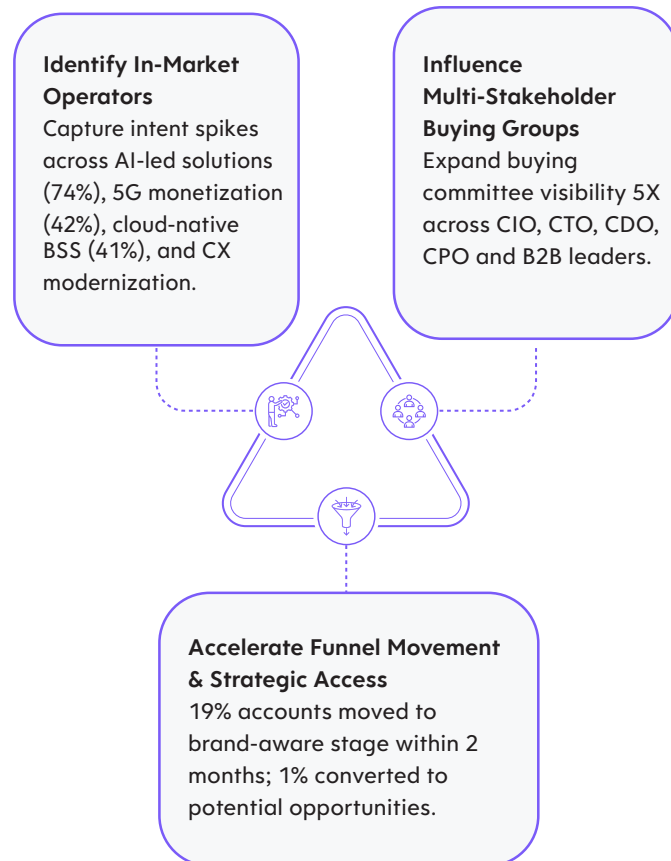
Through this unified, AI-powered ABM engine, Comviva strengthened leadership influence, deepened account penetration, and accelerated BSS pipeline momentum across priority telecom operators.

The Goal

Generate leadership-level pipeline within Tier-1 and Tier-2 telecom operators

Implement an intent-led ABM strategy to influence complex buying committees

Position Comviva as a strategic transformation partner across AI, 5G, cloud-native BSS, and CX modernization



How Comviva leveraged BambooBox for its ABM program design

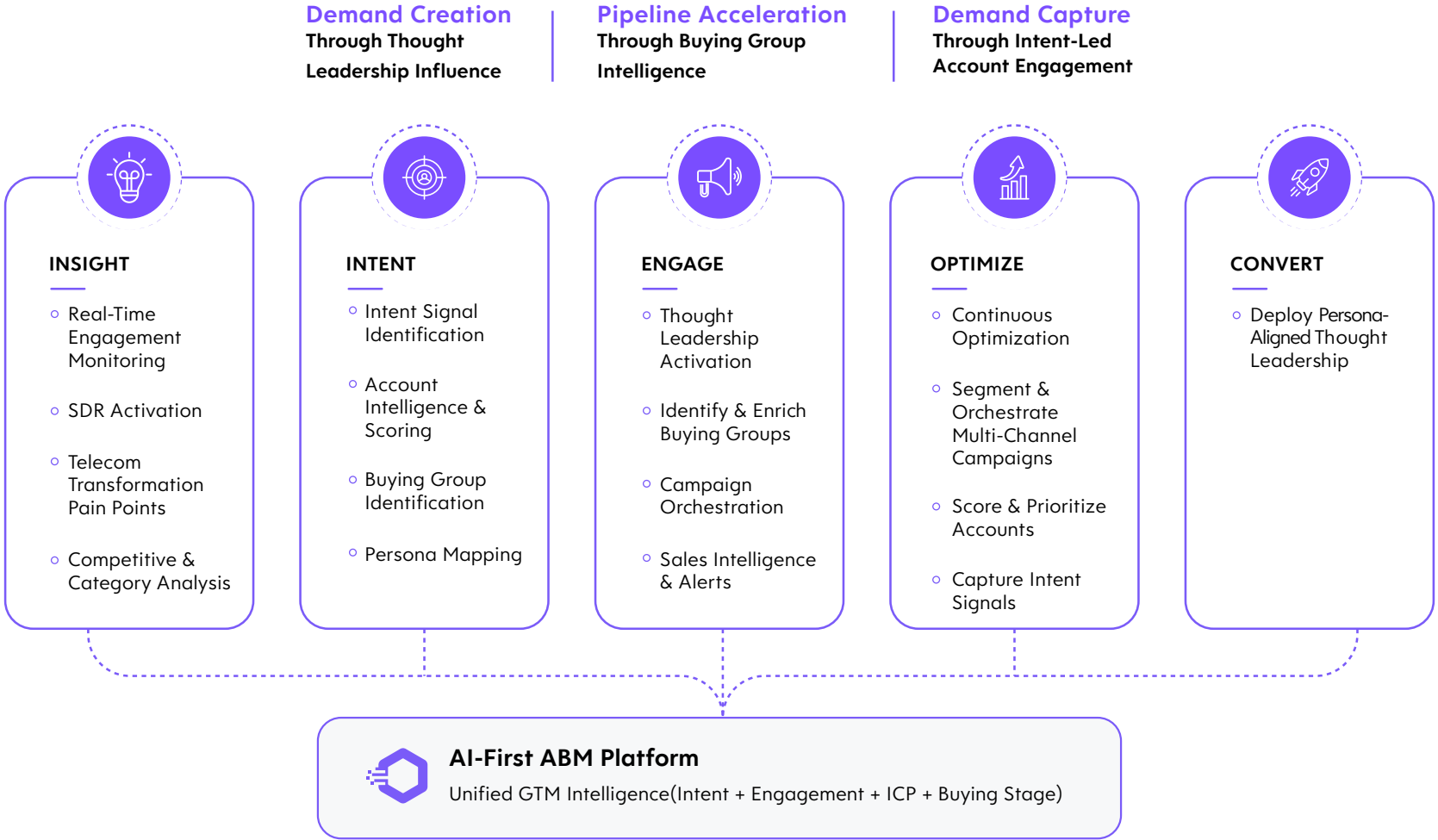
Comviva and BambooBox implemented a precision-driven ABM strategy combining intent intelligence, persona-based thought leadership, and multi-channel orchestration.

- **Intent-Led Account Prioritization** by identifying Tier-1 and Tier-2 operators actively exploring modernization initiatives.
- **Persona-Aligned Thought Leadership** mapped to innovation (44%), enterprise solutions (38%), and security/resilience (35%) priorities.

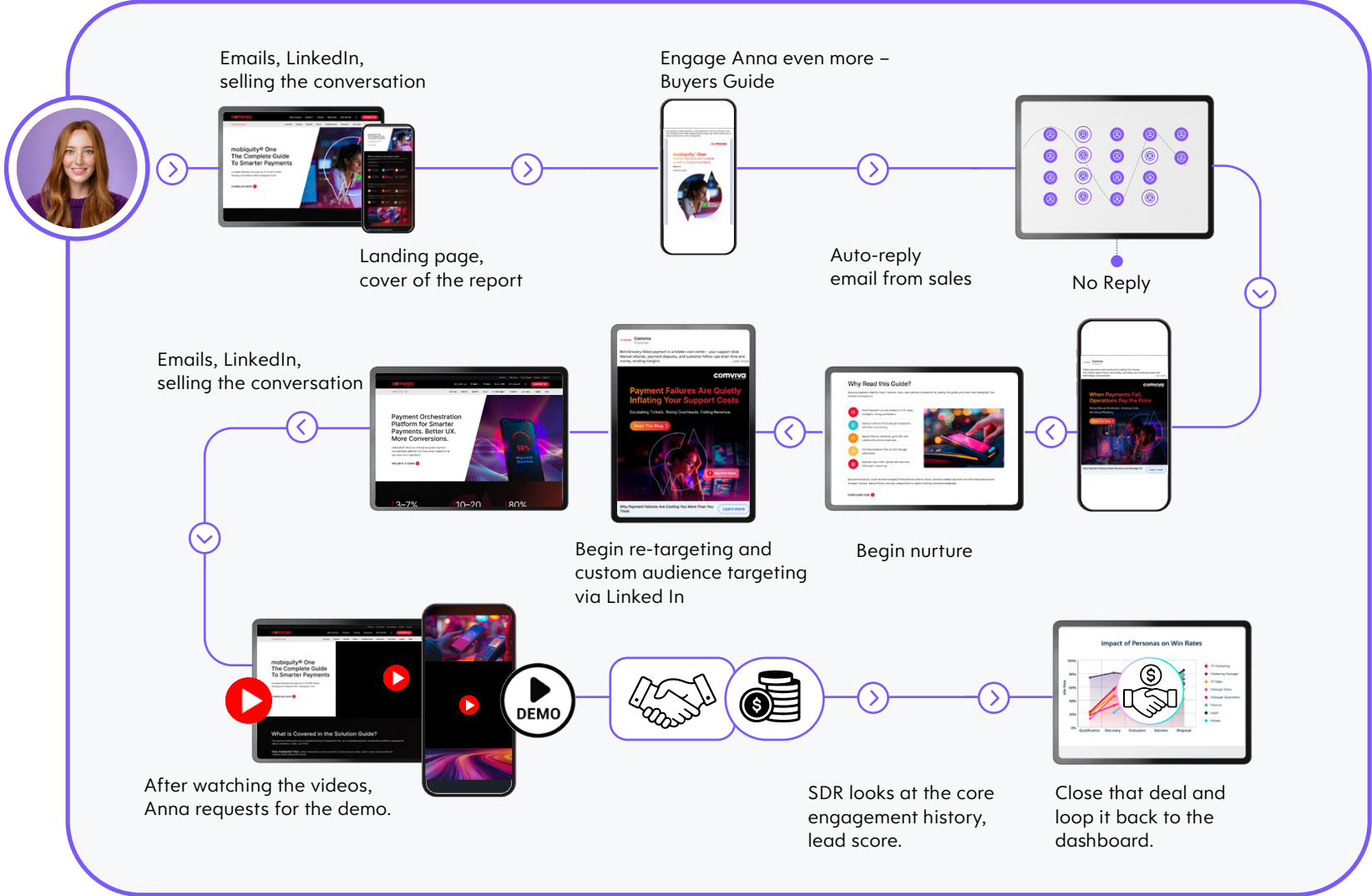
This approach enabled leadership-level engagement across long telecom transformation cycles.

Comviva and BambooBox deployed a structured ToFU → MoFU → BoFU ABM motion across LinkedIn and email, integrating third-party intent signals with first-party engagement data. The program delivered buying-stage scoring, persona-level dashboards, real-time C-Suite alerts, and unified GTM intelligence enabling SDRs and AEs to enter conversations with context and precision.

How Comviva built a precision-led ABM engine to unlock telecom leadership access through BambooBox



Campaign Execution



Unified GTM Intelligence for Precision ABM Execution

Comviva leveraged BambooBox's AI-first ABM platform to unify intent signals, engagement data, ICP scoring, and buying-stage intelligence into a single account view.

By integrating third-party intent signals with first-party engagement insights, Comviva gained real-time visibility into in-market telecom operators, buying committees, and C-Suite engagement patterns — enabling contextual, stage-specific outreach across complex transformation cycles.

- Prioritize Tier-1 and Tier-2 operators based on active modernization intent.
- Identify and enrich buying committees across CIO, CTO, CDO, CPO and B2B leaders (5X expansion).
- Deliver persona-aligned thought leadership mapped to AI, 5G, cloud-native BSS and CX priorities.
- Enable SDR and AE outreach using buying-stage scoring and real-time C-Suite alerts.
- Orchestrate ToFU → MoFU → BoFU multi-channel journeys across LinkedIn and email.

This unified, insight-led approach enabled Comviva to strengthen leadership influence, deepen account penetration, and create strategic pipeline momentum across priority telecom operators.

19% Accounts moved from unengaged to brand-aware within 2 months

2% Accounts became highly engaged within the same period

1% Accounts converted into potential opportunities

0.6% LinkedIn CTR in SEA + MENA thought-leadership campaign

5X Expansion in enriched buying-committee contacts

