Case Study

How BambooBox Helped LightMetrics Unlock New TSP Accounts and Build a Signal-Driven Pipeline



Target Industry: Telematics Service Providers (TSPs), Commercial Vehicle OEMs, and Enterprise Fleets

ICP:

Executive Leadership :
President / Vice President of Sales
VP of Strategic Alliances

Products :
Innovation Lead (VP)
Director, Manager of Product

Management :
CEO / Co-Founder / Chief Revenue Officer
General Manager / General Partner

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LightMetrics enables Telematics Service Providers (TSPs), Commercial Vehicle OEMs, and enterprise fleets to move beyond basic GPS tracking and into the era of **AI-powered video telematics.**

Their flagship platform, RideView, replaces fragmented dashcam setups, inconsistent AI accuracy, and poor user experiences with edge-intelligent detection, intuitive workflows, and unified fleet visibility.



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But even though the value proposition was strong, Light Metrics faced a challenge:

How do you capture the attention of senior Product, Sales, and Technology leaders at TSPs who are overwhelmed, already locked into incumbent solutions, and being courted by the biggest names in the market?

To support LightMetrics' objective of improving engagement across priority TSP accounts, **BambooBo**x executed a structured account-based engagement program.

The primary objective of this ABM pilot was to increase **account-level engagement and visibility** across a defined set of priority TSP accounts for LightMetrics. The program focused on identifying early engagement signals, understanding account-level interest, and enabling timely, relevant engagement with high-potential accounts.

Why video telematics is the biggest growth opportunity for TSPs right now

Video is now one of the biggest ways TSPs can grow revenue, and the ones who move first gain the most.



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1 More revenue per vehicle:

TSPs that add video have shown they can significantly grow revenue per vehicle.

2 Fleets are already asking for it:

- **North America:** video is mainstream, fleets request it upfront.
- **Europe:** new safety regulations are driving demand.
- **LATAM and ANZ:** growing safety awareness is accelerating interest.

3 First mover wins:

Many TSPs still run older, hardware-heavy systems their fleets are frustrated with. Whoever offers a better option first keeps the customer.

4 Easier to launch than ever:

- Smarter AI that cuts false alerts is available off the shelf.
- White-label platforms mean going live in weeks, not months.
- Ready-to-use APIs remove the need to build from scratch.

5 A gap worth closing:

As more providers sell directly to fleets, TSPs can strengthen their offering, win back accounts, and grow share before those relationships move.

LightMetrics is built for exactly this.

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The Opportunity Was Clear. The Path to the Right Buyers Wasn't.



As video telematics became a competitive imperative, LightMetrics had the product to win but needed to get in front of the right people, at the right accounts, before the window closed.

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The objective was clear: establish relevance with Product, Sales, and Technology leaders at priority TSP accounts, and convert early interest into a predictable pipeline. While the product story was strong, reaching the right people at the right accounts required a more focused, account-centric approach, considering:

1 Senior Leaders Were Hard to Reach Through Traditional Outreach

LightMetrics needed to speak directly to leaders who were sitting on a real opportunity to act:

- **ARPU growth** waiting to be unlocked by adding or upgrading their video offering
- **Fleet customer retention** at risk from competitors with better video platforms
- **New deal wins** being left on the table due to a weak video telematics story
- **Sales team confidence** that could be transformed with the right positioning and competitive tools
- **Integration speed** the ability to go to market in weeks with a white-label platform
- **A switching moment** fleet customers frustrated with legacy solutions, ready for something better

These opportunities reinforced the emphasis on:

- **the commercial upside** of a modern video telematics platform
- **the readiness of the market** to receive a better offer, and
- **the speed advantage** of partnering rather than building

The opportunity was there. These leaders just needed to see it framed in a way that connected to the pressures they were navigating every day.

2 Multiple Stakeholders Needed to Be Brought Along

TSP buying decisions involve multiple teams: Product, Engineering, Operations, Sales, and increasingly executive leadership evaluating strategic vendor relationships. Reaching one champion wasn't enough. The whole buying group needed to be in motion.

3 The Team Needed Visibility Into Which Accounts Were Ready

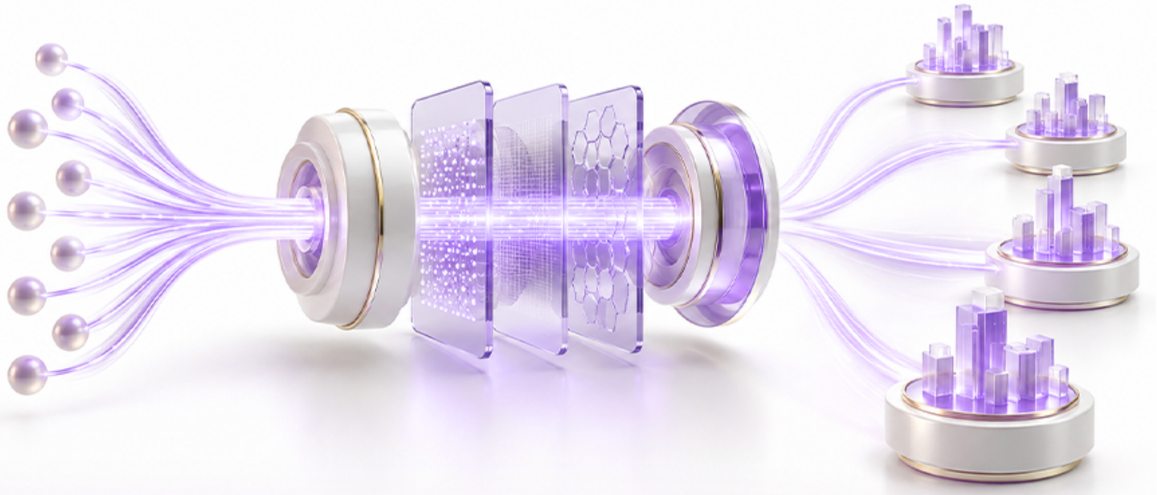
The team lacked clarity on:

which TSP accounts were actively evaluating alternatives to their current video solution,

who within those organisations was showing interest, and

which signals indicated a genuine readiness to move.

Building an ABM Engine That Opens Doors at Scale



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1 Ungated Content as the Primary Engagement Driver

Senior TSP leaders engage with insight, not forms. BambooBox recommended building a library of high-value, ungated content designed to earn attention from the exact personas LightMetrics needed to reach.

LightMetrics invested in ungated content designed to resonate with leadership priorities, including:

- Why video telematics is now a revenue lever, not a feature add-on
- How to build a competitive video portfolio without heavy R&D investment
- What to look for when evaluating and switching from first-generation solutions
- The real commercial upside of getting AI accuracy and fleet UX right

By removing friction from the engagement experience, ungated content enabled easier access across roles and seniority levels, supporting broader content consumption within target accounts.

2 Intelligent Account Selection and Prioritization

BambooBox aggregated signals from:

- website behaviour
- content consumption
- search intent

From this, LightMetrics identified:

- **In-market accounts**
- **Emerging accounts**
- **Dormant but high-value accounts**

Account prioritisation was informed by aggregated engagement signals, with particular focus on TSPs identified as the highest-propensity switching segment.

3 Multi-Touch Executive Nurture Journeys

Instead of traditional drip sequences, BambooBox helped craft narrative-led nurture journeys designed for senior TSP leaders. The program included **18 emails and 82 LinkedIn ad variations**, aligned to different stages of the buyer journey.

The content mix focused on sustained executive engagement through:

- Thought-leadership emails
- Industry-specific insights
- Video explainers
- Problem–solution frameworks
- Competitive positioning narratives

The ABM plan activated three core channels: LinkedIn Ads, Email, and Google Ads, supported by detailed forecasting. Engagement was driven through LinkedIn campaigns and email journeys, with account-level engagement signals used to inform timely and relevant follow-ups.

While Google Ads had not traditionally been a primary channel for LightMetrics, we kept it open for experimentation. Initial traffic from broader keywords helped inform a more focused approach tailored to TSP and OEM audiences.

Each touchpoint reinforced a single strategic message: Winning with video telematics is a platform decision, not just a hardware one.

4 Improved Visibility into Buying-Group Engagement

The program provided improved visibility into stakeholder engagement patterns within target accounts:

- who was consuming content
- how deeply they were engaging
- what topics mattered most
- who showed repeat intent
- where internal interest was forming

This visibility helped the revenue team orchestrate tailored, multi-threaded conversations.



Turning Engagement Into Pipeline



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1 Senior Leaders Became Active Engagers

Ungated content and multi-channel storytelling opened the door to conversations with senior TSP leaders. These personas previously inaccessible through traditional demand gen began actively engaging with LightMetrics content across channels.

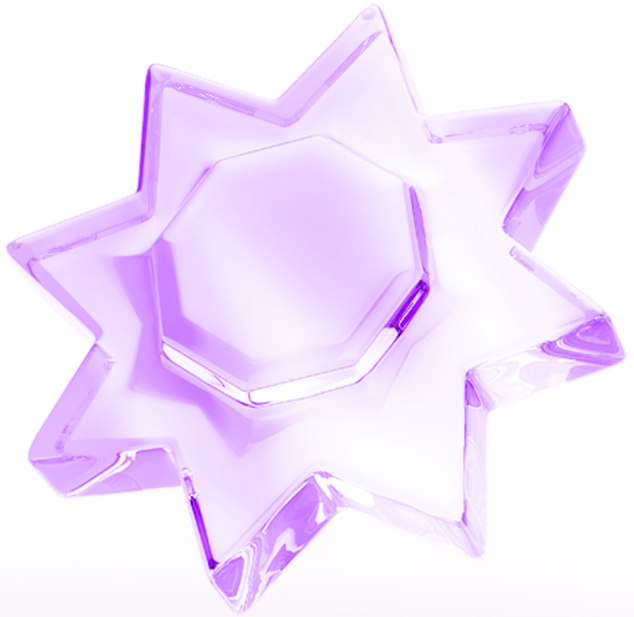
2 Accounts Lit Up Across the Buying Group

Multiple personas from the same accounts began interacting with LightMetrics, validating organisational interest and revealing where readiness was building inside target accounts.

3 A Predictable Pipeline Engine, Not a One-Time Spike

The program gave LightMetrics more than meetings. It created a structured, repeatable system for identifying which accounts were in-market, understanding stakeholder engagement, and determining when to act. This provided the foundation for a pipeline that can build and compound over time.

Turning Market Opportunity Into Revenue Motion



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BambooBox has become an important part of our account-based marketing strategy. It has helped us identify the right decision-makers not only within our existing pipeline but also across accounts that are actively exploring video telematics solutions.

The platform gives us much better visibility into account intent and engagement, allowing us to understand where opportunities are emerging and enabling our sales and marketing teams to engage at the right time with the right context. As a result, our ABM efforts have become far more focused, relevant, and actionable.

"I'd recommend BambooBox to any B2B organization looking to make their ABM efforts more targeted and data-driven.

Geetika Jain
Director of marketing,
LightMetrics

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Together, LightMetrics and BambooBox built a modern ABM motion that:

- Earns attention through ungated, high-value content
- Engages leadership early in the buying journey
- Connects buying-group activity to create a clearer view of account interest
- Turns engagement signals into timely, relevant account engagement

This approach positions LightMetrics not merely as a video telematics vendor but **as a strategic platform partner for TSPs ready to lead the next era of fleet safety.**



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