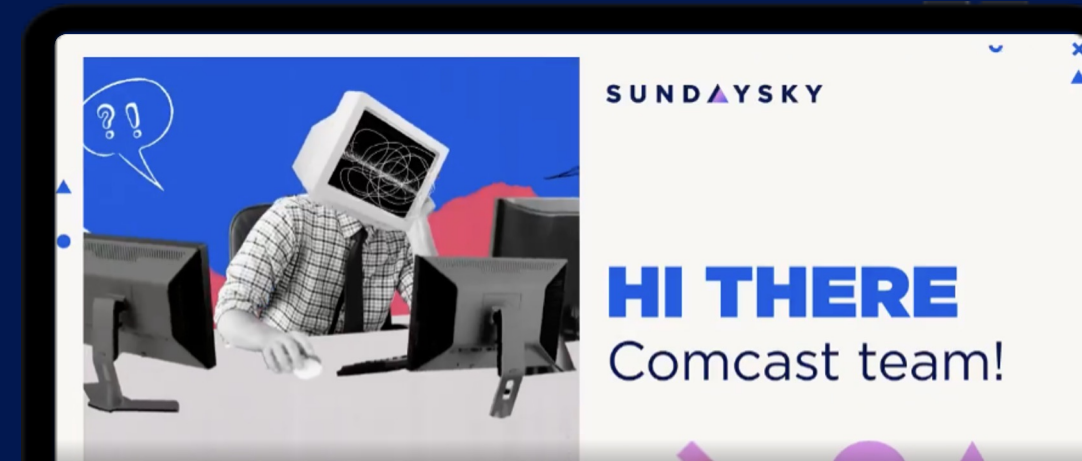
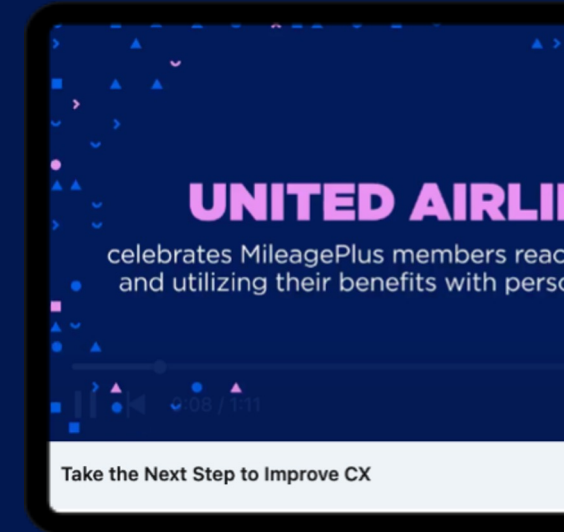
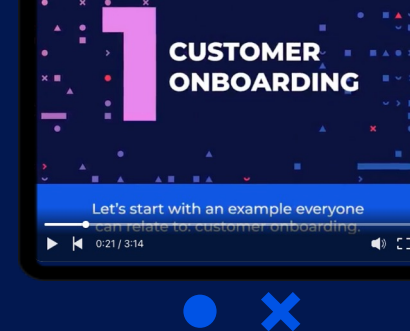


SUN
DAY
SKY



How SundaySky POWERS ITS ABM STRATEGY WITH VIDEO

A Best Practices Case Study



WHAT THIS **CASE STUDY COVERS**



1. Why SundaySky chose to go all-in with ABM & the **challenges** we needed to solve for with this approach
2. SundaySky's **solution** to 'videofy' our ABM by turning all ABM content into videos
3. A look at SundaySky's personalized video messages at each stage of the buying journey and **examples** mapped to our ABM strategy goals
4. Performance **results** SundaySky achieved and why they matter in today's environment
5. Best practice **tips** on personalizing video for an ABM strategy, and other ways SundaySky uses SundaySky across its customer and employee journeys

Our Mission: Go All In With ABM

SundaySky shifted its demand gen marketing to an account-based marketing (ABM) strategy to:

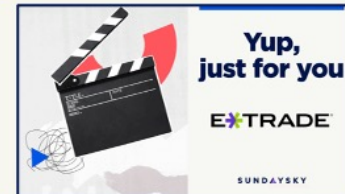
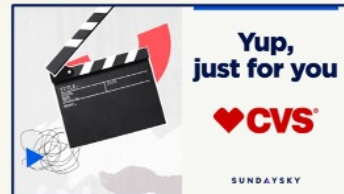
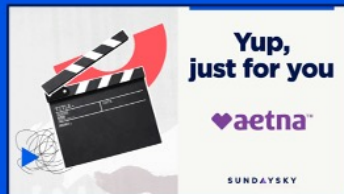
1. **REDUCE WASTE** by focusing limited resources on accounts that were most likely to drive revenue, and
2. **WIN BIGGER** by reaching higher into target accounts and gaining buy-in from a wider buying committee.

This meant engaging buyers with personalized, relevant messaging, and doing so at different points throughout their buying journey – from initial discovery and consideration to evaluation and selection.

We had all the data and messaging we needed, but executing an ABM strategy is a big ask for a small team. We asked ourselves, “How can we deliver personalized messaging at scale, easily, and in a cost-effective way?”

Since this is EXACTLY what the SundaySky video platform is designed for, we decided to see if we could mimic the success we’ve generated for our customers over the years by drinking our own bubbly. 🍷

In other words: **“Can we use SundaySky to sell SundaySky?”**



The Video ABM Solution

Turn every ABM asset into video: text emails, image ads & PDF downloads

OUR GOAL: To provide a wide assortment of video content across our ABM strategy and create the right “type” of video aligned to the ABM account tiers and channel, across both human and non-human interactions. Leverage our ABM data to personalize video messages with firmographics, technographics & intent information.



Tailor Video Content Based On:

- Which ABM tier is the customer in: 1:1, few, or many?
- Where in the buyer journey is the customer?
- What is the end CTA goal of the video?
- Where and when is the video delivered (channel)?

The Right “Type” of ABM Video Mix:

- Highly personalized, 1:1 videos across human interactions, like BDR, Sales & Executive outreach
- Scaling back the personalization across more “public” ABM channels, like paid social advertising on LinkedIn

SUNDAYSKY EXAMPLES Mapped To The **ABM Tier, Goal & Channel**

USE-CASE: NEW LOGO OUTBOUND PROSPECTING

ABM APPROACH:
1-to-1

BUYER JOURNEY:
Discover & Consider

CTA GOAL:
“Contact rep” to book a meeting

DELIVERY CHANNEL:
Email or InMail via BDR, SD or Exec

DATA MAPPED:
Personalized by Contact name & Title/role

Segmented by Persona, Value prop & Industry

Hi Mark,

It wouldn't make a whole lot of sense if I didn't show you a video when talking about our personalized video platform. [I'll let this clip](#) do the talking:



I made this using our platform in 5 minutes and trust me...I'm no video expert! It's personalized, built to scale for millions of customers, and renders in real-time based on the viewer's data so they see only what matters to them.

USE-CASE: CUSTOMER ACCOUNT GROWTH

ABM APPROACH:
1-to-many

BUYER JOURNEY:
Renew/Upsell

CTA GOAL:
“Learn more” about how you already work with us

DELIVERY CHANNEL:
Linkedin advertising

DATA MAPPED:
Personalized by Company name

Segmented by Industry

S U N SundaySky
D ▲ Y 13,751 followers
S K Y Promoted

Did you know that United Airlines improves CX and increases customer engagement for millions of your customers every day?

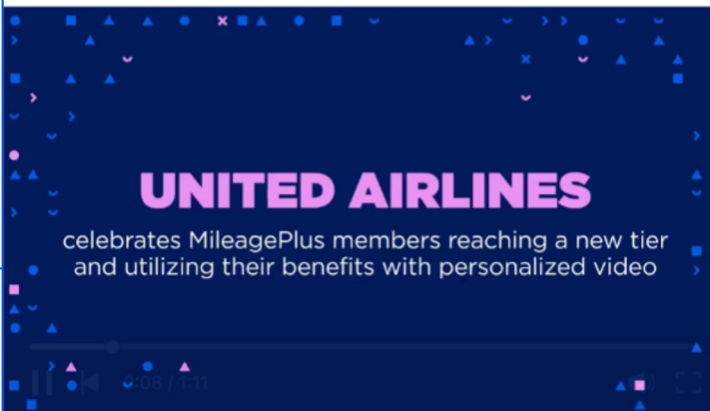
How? With personalized video. Yes, just like this one you're watching!

United Airlines uses the SundaySky Video Platform to create, personalize, and deliver videos in real-time to every eligible customer.

And the best news: this technology is already approved for your team.

Making engaging videos at scale is as fast and easy as making a slide deck.

Learn more today and get in the platform tomorrow to try it for yourself.



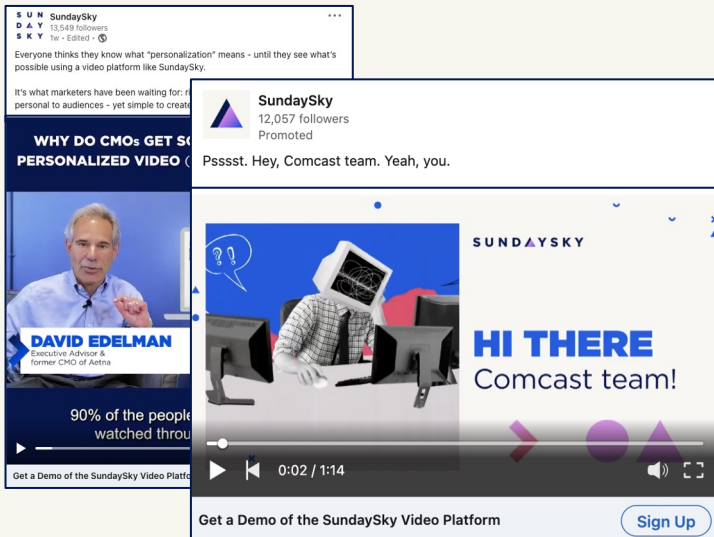
Take the Next Step to Improve CX

Learn more

SUNDAYSKY EXAMPLES Mapped Across The **Buying Journey**

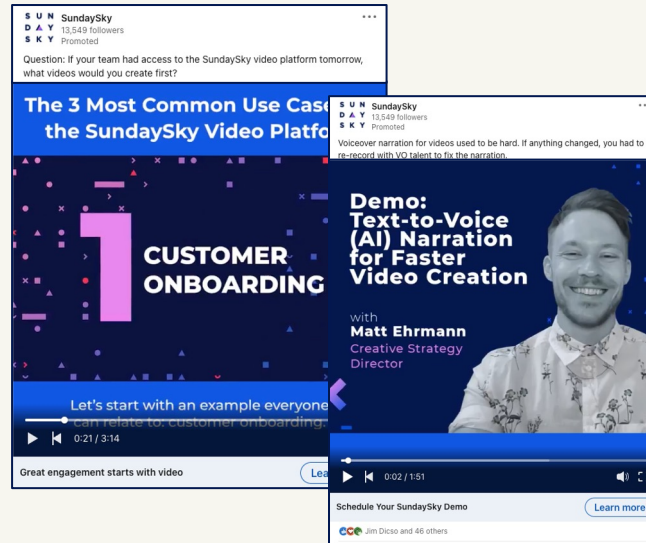
1. EDUCATION

- Connect to pain point **by persona or industry**



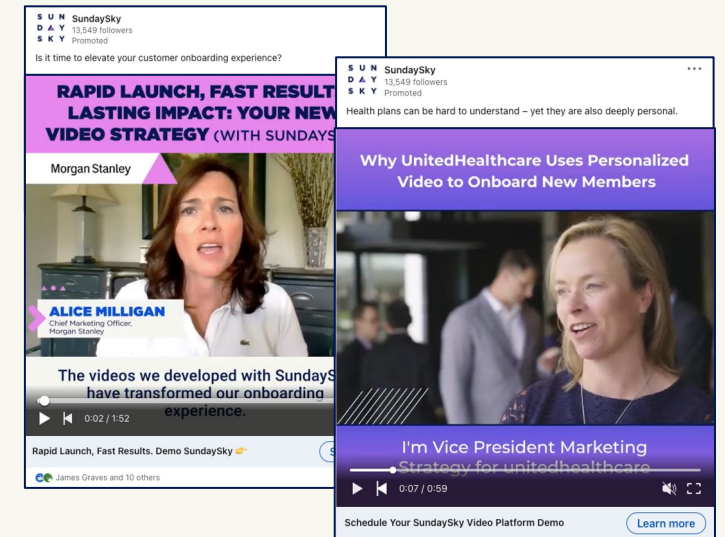
2. SOLUTION

- Solution benefits **by industry**
- Value prop & differentiators **by company size**



3. SELECTION

- ROI stories **by industry**
- Customer testimonials **by persona**



ENGAGEMENT CHANNELS:



Social advertising



Email campaigns



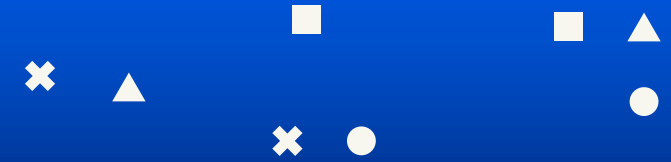
BDR prospecting



Social retargeting

Remarkable Results

And why this really matters to the marketing team



IMPROVED CONVERSION

220% lift

In account-to-meeting conversion

BETTER PIPELINE

100% lift

In meeting-to-qualified pipeline conversion

CONTENT VELOCITY

338 videos

Generated in last 12 months

We all struggle with how to do more with limited resources and how to get more from our teams to achieve our top-level goals, all while keeping employees engaged and interested by giving them new skills and challenges.

SundaySky's video ABM strategy enabled:

- **Operational efficiency & resource amplification** during a macroenvironment that required lean teams & tight budgets. The team was able to maintain a consistent flow of content without additional time, budget or people.
- **Team talent development** by applying new tools to build new strategies to build company growth and personal goal wins.



BEST PRACTICES For Personalizing Video By **ABM Strategy & Channel**

		Email Drip	Social Ads	Display Ads	BDR Sequences	
INVESTMENT & ROI	High	ABM Tiers				
	1:1 <i>20 accounts per rep, highly custom & personalized content</i>					<ul style="list-style-type: none"> Go all in with as much 1-to-1 personalization to convey you know your prospects, their needs & match your value prop to them Use the individual's name & role, the company, the industry, relevant use-cases & topics Skip first name personalization in advertising channels because it's creepy
	1:Few <i>50 accounts per rep, segmentation by industry</i>					<ul style="list-style-type: none"> Layer audience segmentation with messaging that speaks to industry challenges & specific use-case solutions Human outreach (via BDRs) can take it further by referencing company-level specifics based on their research
Low	1:Many <i>All other accounts, scalable programs</i>					<ul style="list-style-type: none"> Minimal segmentation at the industry level to deliver relevance while reserving your team's resources for the top tier accounts Layer in current GTM themes to ensure timeliness Always personalize with first name when executing person-to-person (e.g. BDR outreach)



Name



Company



Role



Industry



Use-Case



Theme/Topic

SUNDAYSKY USING SUNDAYSKY

across its customer and employee journeys

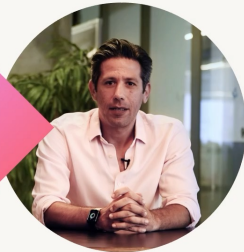
Demand Gen

Hi James,
meet **Brendan**
Sales Director at
SundaySky



Onboarding

GUY ATZMON
Chief Creative Officer



Platform Training

**ISABELLA
ESSER-MUNERA**
Content Designer
at SundaySky



Platform Updates

SUNDAYSKY

**NEW FEATURES
IN THE
PLATFORM**

- #1 Review & Comment
- #2 New Video Dashboards
- #3 Video Cropping & Flipping
- #4 Music Recommendations

QBRs

Hi Gretchen

Verizon is seeing great results!



Event Invites

S U N
D ▲ Y
S K Y

Adobe Summit | March 21-23
Susan, are you ready?

Employee Recruiting

**ATTENTION
CONTENT
MANAGERS!**

SundaySky is hiring
in New York City



Employee Onboarding

HI WARREN

Welcome to SundaySky!



S U N D A Y S K Y

ABOUT SUNDAYSKY

Modern marketers know the power of video but recognize the traditional production model is broken.

SundaySky empowers marketers to create, personalize and distribute video at scale efficiently and independently. We make it simple for users to create high-quality, professional-looking video without prior experience and easy for businesses to operationalize a cost-effective video content engine.

Growing businesses and leading brands alike, including E*TRADE, Engageware, Okta, PenFed Credit Union, SalesIntel, Signet Jewelers, Totango, Treasure Data and many others, have adopted SundaySky to modernize video production with personalization and to improve operational efficiencies by reducing reliance on resource-intensive production models that incur significant costs, time and require specialized skills.

VISIT [SUNDAYSKY.COM](https://www.sundaysky.com)

