Changing the Game Plan

KPMG's journey from a relationship business to a digital ABM strategy





Changing times...

Professional services is a complex relationship-building and sales process. So how does KPMG Advisory cut through the noise and stay top of mind?

- The Big 4 all have historically strong brand awareness
- Deals are complex with lots of decision makers
- Deals have long sales cycles
- The industry is highly competitive, with differentiating solutions





Changing times...

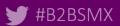
Prior KPMG Advisory

- Walk the client halls
- Rely mostly on in-person events
- Business came from relationships
- Trust brand for critical awareness
- Reactive stance to marketing, support function vs. sales enablement function

B2B SALES & MARKETING EXCHANGE

New KPMG Advisory

- Proactive stance to marketing
- Look at every campaign as a journey and we want to prescribe where visitors go next
- Digital first
- Data and metrically driven
- Larger focus on Martech investments
- Optimized ABM Strategy



So what did we do?





Created a Demand Activation Center

Lead Generation

- Lead Journey design
- Lead Nurture for campaigns
 - Design/manage/automate
- Scoring models for journey
 - Understanding interactions
- ABM Media Campaigns
 - Design/manage/sequencing
- Connection with Account/Field Marketing

Lead Operations

- Digital Lead process management/distribution
 - Qualification
 - Distribution
- Connecting with the business:
 - Sales
 - Accounts
 - Field Marketing
- Connecting tools with contacts (DB, ML, sync, Engage, etc.) matching processes

Sales Enablement Strategy

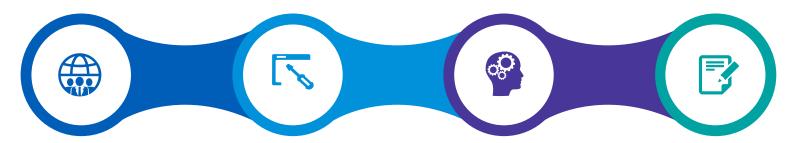
- Event contact strategy using JiffleNow
- Target Identification Tools (Discover.org)
- Sales Team support
 - Outbound e-mail templates using Oracle Engage
 - Outbound calling content
 - Activity reports, community calls, engage
- Research Martech stack enhancements





Driving Technology Transformation

Marketing, sales and solution teams aligned and engaging with clients across a variety of tactics/tools



Creating an overall tech strategy across 4 verticals:

Web Experience, Analytics, Content and Sales Enablement; while also looking at how each tool can enable each step of the sales lifecycle

Looking and assessing tools such as: Drift, Sigstr, PathFactory, JiffleNow (expansion), Engage, SalesLoft and understanding large scale tech integrations

Training and adoption: Creating an optimal experience for clients requires our teams to be brought to the forefront of marketing and sales technology

Enable meaningful follow up:

Optimizing the client experience across all of our channels will empower our sales teams with the data needed to better identify our clients needs





Implementing ABM and Demandbase

Help KPMG identify, attract, engage, convert, and close the target accounts that matter the most.



ABM is conducted across these key growth areas:



Awareness: media buying against target accounts



Engagement: personalization on-site against key account segments



Account-based insights: understanding on-site and off-site behavior of target accounts



Driving pipeline and sales: enabling Sales to action off of marketing's insights

Demandbase is the platform that enables us to:

Purchase media that is only displayed for our targeted set of accounts

Create personalized web experiences based on account segmentation

Listen-in on intent signals on the web specific to key accounts and KPMG functions

Combined, we create a tailored and targeted account-based approach to enhance our brand, optimize web engagement, and share buyer intent data to our sales teams to **influence pipeline and increase closed wins.**

Targeting strategy and program flow

Step 1



Step 2



Step 3



Step 4



Account List

KPMG Advisory:

Top 618 Key Accounts – prioritized through 2 sales teams' account lists

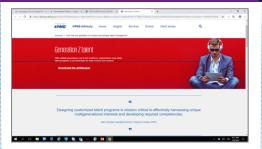


Execution:

Serve digital display ads exclusively to key Advisory accounts across a whitelist of B2B/Financial focused sites

Creative Messaging Options:

- · Use an agency when needed
- Rotate KPMG Advisory solution messaging
- A/B creative testing



Measure company onsite engagement through Demandbase advertising account based dashboard

- KPMG Advisory site
- Campaign landing pages
- High value Advisory and campaign pages



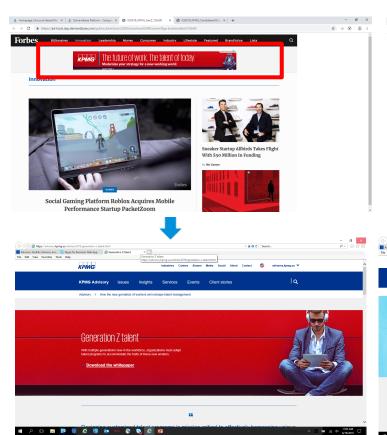
Create actionable next steps for sales and account teams for converted/engaged accounts

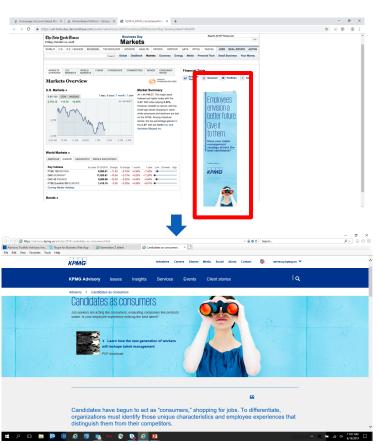
- Monthly reporting
- New leads added to lead module for follow-up
- Tagging open opportunities for marketing influence
- Noting pipeline movement and new opportunities



What does a campaign look like?

A/B testing of two creatives and landing pages







Creating a full digital journey









Email 1A: Generation Z Talent Whitepaper





Email 1B: Candidates as **Consumers Whitepaper**

2 weeks

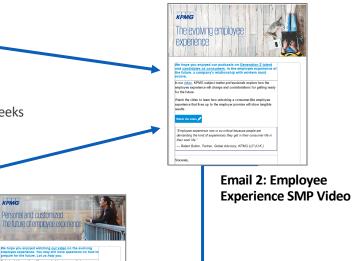
Today's chief executive officers are looking to ensure their

organization has the right people, skill sets, and agility required to compete in an increasingly complex and competitive marketplace. An amploves experience plays a key role in reaching these goals.

Personal and customized: The future of employee experience, a new white paper from KPMG LLP, explores why employee experience has never been more important for organizations looking to succeed.

Read this white paper to discover critical steps in developing a positive employee experience, and learn how data and analytics can help americations better understand their workers

would be happy to discuss the topics explored in this white pap-



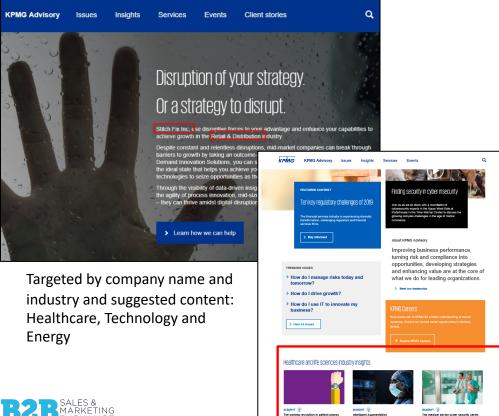
1 month

Email 3: Employee Experience Paper

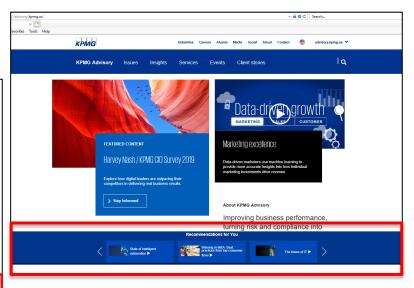
Designing personalized web

The patient experience is about to get a major

digital labor, from robotics to cognitive



Site Optimization creates a more customized visitor experience utilizing AI capabilities







What does sales need to know?







Intent

- What are your accounts interested in before they've made a buying decision?
- Intent insights allow users to see spikes in their account's interests.

Web site engagement

- Detailed insights regarding what your target accounts are doing on your website's high value pages,
- including monthly traffic reports, re-engagement notifications, and traffic bursts.

Account talking points

- Topical news articles at the company level, and talking points at the person level.
- Talking points are any relevant signal that the person is promoting online – a quote in a press release, a blog post, a speaking engagement, etc.





Intent Insights Use Case

Campaign owners?

Use of AI to inform

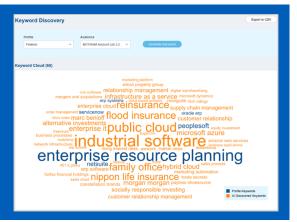


- Known keywords size denotes the level of interest
- Unknown keywords intent shown across keywords outside of the KPMG profile
 - Inform expanded SEM keyword lists and content development
 - Utilization of platform's Al capabilities

Buyer Intent Insights – by functional Campaign:

- Report out on trends and interests in specified accounts
- Campaigns can utilize information to update marketing activities:
 - Plan for new content (web, thought leadership, event locations/topics)
 - Update SEO/SEM terms
 - Create a more cohesive digital experience aligned to buyers interests

Campaign Keyword Map







Key account marketing?

Intent Insights Use Case

- Filter by accounts who are trending with on-site activity or off-site intent
- Prioritization of accounts based on in-market propensity (modeled off of keywords, buyer roles, likeness to ideal customers)
- Awareness of KPMG existing visits to KPMG.com
- 4. Research signals (intent) on the B2B web



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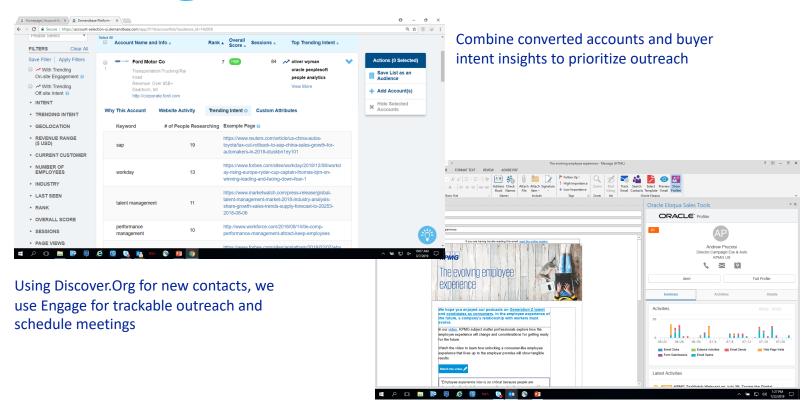
Buyer intent insights:

- Reporting on trends and interests in specified accounts (weekly)
- Helps KAMs to:
- 1) prioritize and validate sales/account efforts concurrent to media and sales campaigns
- 2) customize outreach based on on-site and off-site signals
- 3) Better understand account's current position in the buyer journey
- 4) Through media buys and online experience, can identify "engaged/converted" accounts and influenced pipeline





Turning data into leads







In the end.....



11 Different profiles crossing all consulting solutions for intent and media campaigns

5 Media
campaigns
launched this
year

1 Media
Campaign to be launched this month

Implementation of
Conversion – automatically
delivers Buyer Insights to the
account owner
by email weekly



Personalization and implementation of site optimization of landing pages and web sites



173 converted accounts – over 2 campaigns

- 29 influenced accounts with open opportunities (\$23.34M)
- **65** leads created for SRDs and ARDs
- **72** leads to be assigned
- 6 influenced closed wins (\$2.2M)
- —8 converted leads to opportunity
- **1** attributed opportunity (\$750k)
- 4 campaigns recently launched in July



Questions & Answers

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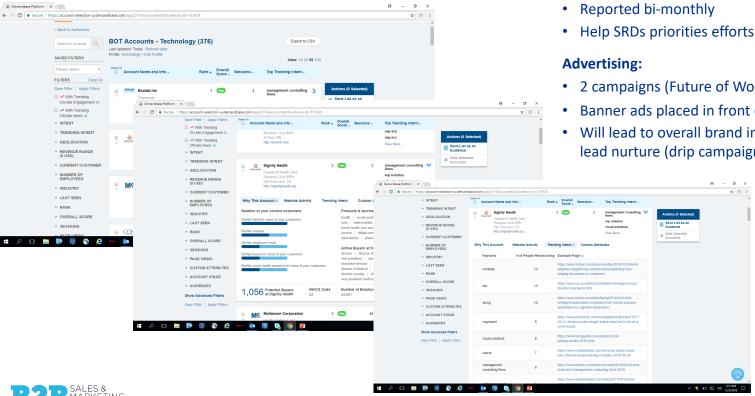


Appendix: Key Tools





DemandBase

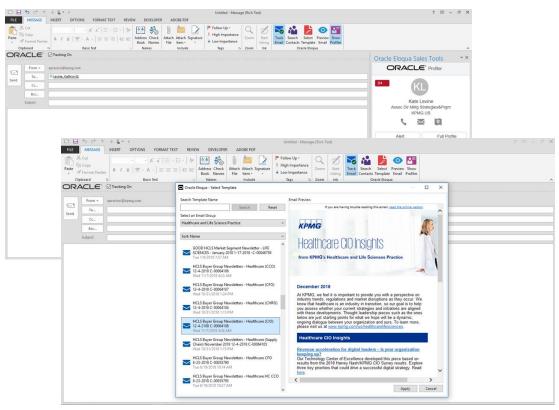




- trends/interests in specified accounts/topics
- 2 campaigns (Future of Work and Customer)
- Banner ads placed in front of accounts
- Will lead to overall brand impressions and lead nurture (drip campaigns



Oracle Engage



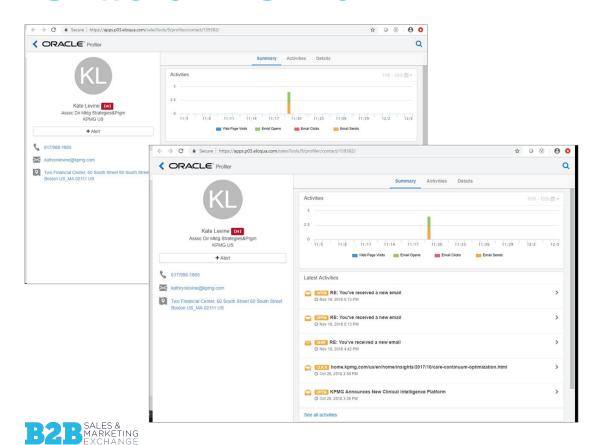
Available to all ARDs, SRDs, MRDs, and KAMs Email Activity:

- Emails templates available from functional/industry email folders
- Platform is part of Microsoft outlook system via plugin
- Easier to personalize and send templates than .oft email
- Emails are trackable (see next slide)





Oracle Profiler



Tracking:

- Able to view history in "profiler" tab which emails have been opened, clicked through
- Tracking available longitudinally for better trending
- Able to score/trend each contact to better match content with contact's interests





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