IBM

Enterprise software company generates 10x more ROI with ViB Appointments

110%
Increase in webinar registrations

$935K
Pipeline generation from appointments

10x
ROI for each closed opportunity

Overview:

After quickly rising through the ranks at enterprise software company IBM, Chris Graham was promoted to VP of Demand Generation and Digital Marketing in early 2020. The company had recently acquired SevOne, which instantly expanded the sales team — and the pressure to get more leads to continue scaling the organization.

While their internal SDR team was successful, Chris said it was difficult to establish and maintain consistency — especially because the best-performing reps were quickly promoted to account executive roles.

Challenges faced by IBM:

- Difficulty driving consistent results with an internal SDR team
- High SDR team turnover rate
- Increased pressure to scale sales operations together with the company's growth

Chris Graham
VP of Demand Gen and Digital Marketing, IBM

ViB will get you quick results with immediate opportunities. They drive a high volume of activity for a competitive cost.

ViB Solution:

Fortunately, IBM was already leveraging ViB's B2B email marketing service. And with two sales teams hungry for leads, expanding the partnership to include ViB Appointments was an easy decision. Chris and his team worked with ViB to frame up specific targeting criteria and qualification logic, and, in his words, it became a machine.

> *"ViB brings credibility and elicits responses in a predictable manner."* Chris Graham

Dramatic Results:

Since launching appointment setting with ViB, Chris says IBM has seen a 10x ROI for each closed opportunity.

The partnership has also helped overcome the challenges associated with SDR turnover, improved the predictability and control of their message, and enhanced the demand generation team's credibility with sales.

> *"It's an amazing thing to be able to go to a seller and say, 'Hey, I've got somebody for you to meet with,' as opposed to doing what marketing often gets criticized for, which is saying, 'Hey, I've got a whitepaper download for you, so go chase them down.' ViB has helped bridge the gap between marketing and sales."* Chris Graham

Currently, IBM is reporting a roughly 20% lead-to-opportunity rate from ViB leads. But, in addition to these impressive results, Chris says the relationship is where his team has seen the most value.

> *"I most appreciate that ViB stands by their product and that we only pay for the meetings that take place. It feels like we're working with an extension of our own team."* Chris Graham

Highlights from the email marketing and appointment setting programs with ViB:

- 110% increase in webinar registrations through email promotions
- $935,000 pipeline generated from sales appointments with a 20% lead to opportunity conversion rate
- 10x ROI for each closed opportunity

IBM continues to rapidly grow, and according to Chris:

> ***"ViB remains a significant component of our SDR augmentation. When you find something that works and a team you trust and can rely on, it makes a huge difference."*** Chris Graham