

Outbound Acceleration: ABM Ads in Action

Explore the contribution of Account-Based Marketing (ABM) advertising to DataFeedWatch's global growth, as it works in harmony with outbound strategies. Dive into the company's success journey, focusing on how precise targeting and collaborative efforts between ABM and outbound teams help achieve business objectives.

<p>37 SQLs High-Potential Prospects</p>	<p>Aircover for Outbound Activities</p>	<p>Targeted Audience Reach</p>
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Pinpointing the Challenge: ABM Ads and Outbound Strategies

With the initiation of (ABM) campaigns and a quickly built internal team, DataFeedWatch needed expert help for ABM advertising. Their target audience was primarily in the EU, UK, and the US, focusing on marketing agencies, e-commerce systems users (i.e., Shopify, Shopify Plus, Magento), and e-commerce marketing managers in specific industries (i.e., fashion in the UK).

Strategic Solutions: Harnessing LinkedIn and Google Ads for ABM Advertising Success

Our experienced team worked closely with DataFeedWatch, understanding their business model and ideal audience to create advertising strategies. These strategies leveraged PPC solutions that were best suited for reaching precisely these audiences. The approach was iterative; each iteration included analysis of results, fine-tuning of the campaign configuration, and improvements to the creatives and landing page to enhance effectiveness.

The internal ABM team created a new outreach campaign to attract e-commerce marketing managers and encourage them to apply for a trial.

LinkedIn's precise targeting capabilities were leveraged, particularly company or personal list targeting, further filtered with selected job positions, competence areas, company size, etc.

Key Takeaways: Collaboration and Iterative Progress

The collaboration underscored the importance of constant collaboration between the performance marketing and ABM teams. This was critical in ensuring air cover for outbound activities and, ultimately, driving the success of the campaigns.

Our experience with DataFeedWatch has reinforced the belief in the power of iterative improvements and constant collaboration in the realm of ABM.

About DataFeedWatch by Cart.com

DataFeedWatch by Cart.com is a data feed management and optimization software that offers businesses a unified platform to manage and automate their product feeds.

They are trusted by companies like Adidas, Björn Borg, Kenzo, Pierce, Trouva, Decathlon, and 17000 more.



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Collaborating with MAN Digital on ABM advertising campaigns fostered our global growth. Their expertise and ongoing teamwork were crucial to our success.