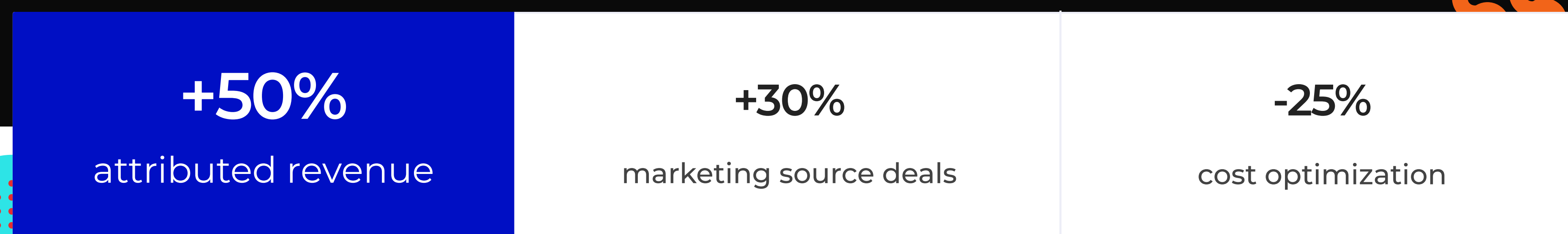


Divante closes **30% more deals** with Account Based Marketing.

With account based marketing, we helped Divante crush their marketing influence revenue targets while optimizing their costs at the same time. Find out how in the following case study.



Strategy and framework go hand to hand.

Our initial focus was on building a process and framework that everyone could follow. A successful account-based marketing strategy relies on this.

Divante had a clear ideal customer profile (ICP) and a clear position in the e-commerce industry, so we worked with their Marketing Director, Strategy & Innovation Director, and Sales Director to create an ABM strategy accompanied by a sales and marketing framework.

Enhanced messaging, account-specific content, laser focused ads, hyper-personalized outreach.

Having clear segments in retail and fashion based on the strategy, Divante was able to produce tailored content for each account and persona. The first step for Divante was to change their ads, targeting the TAL (targeted account list). Secondly, the content team needed to develop new material that would be useful for the TAL. The third step was outreach, which consisted of hyper-personalized emails and LinkedIn messages. Each new marketer is required to take ABM training.

We built lead flows to align the teams.

MAN Digital & Divante's CSO outlined lead flow processes, SLAs, and guidelines to ensure no leads would be missed.

About Divante

Divante is a global eCommerce solution provider headquartered in Poland with more than 350 employees. Some of Divante's clients are Bosh, SAP, Marc O'Polo, Staples.

600+ clients globally

Awarded a spot in Deloitte Technology Fast 50 Central Europe 2020



Sebastian Kaiser
CMO

“Marketing activities now have a clear ROI for our board. It was impossible to calculate this ROI before. Right now, ABM is a really key part of our marketing strategy. Everything is being calculated from the ABM perspective. Thank you MAN Digital.”