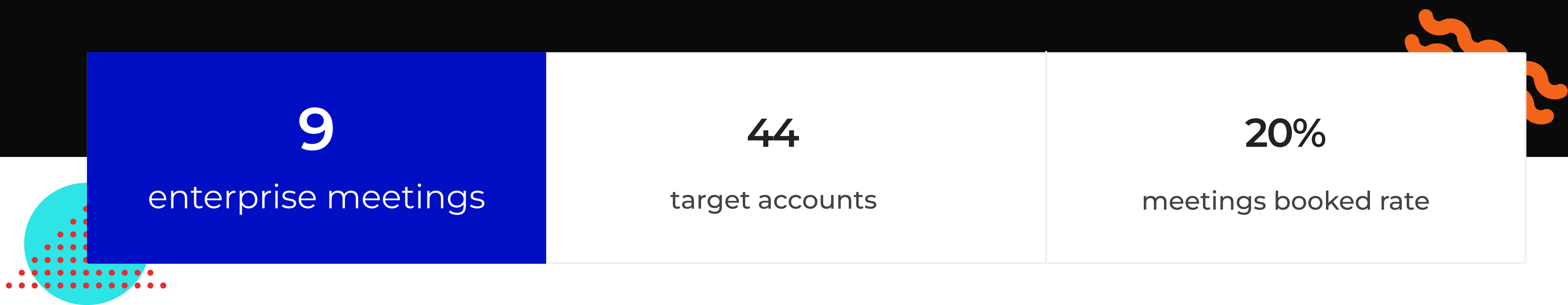


# Duon initiates 9 enterprise discussions with Account Based Marketing.

It all started with looking for hyper-specific businesses using Ideal Customer Profile criteria. As opposed to relying on luck, we filtered our list based on relevance, making the whole campaign a strategic approach rather than a shot in the dark.



## Deciding which accounts to focus on

The ideal customer profile is the foundation of any account-based marketing effort. After we've established what makes our customers relevant, it's time to build an initial list from which we'll select those who have high potential for making a purchase with us and spend considerable time evaluating their businesses.

After evaluating hundreds of companies, we've selected 99 that could truly benefit from Duon's services. Eventually, qualifying 44 accounts that we believed would see the most significant return on investment from working with Duon.

## Playing to the needs

Essentially, ABM focuses on understanding a client's needs and offering solutions that meet those needs. As soon as we identified their challenges, we needed to be very loud about what we could do to help.

In reality, everyone has the same tools to reach prospects - email, calls, LinkedIn, visits, ads - but it's relevant, genuine, and insightful messaging that makes people want to talk to us. While we've used a lot of personalization outreach, the beauty lies in hyper-relevant messages.

## About Duon

DUON belongs to the GGE capital group, one of the leading Slovak energy groups. They invest in various areas of the energy industry, from production and distribution to supplies.

60m€ EUR Revenue

Part of Infracapical having over 80 years of investment experience managing 341b GBP assets



Lucas Byczkowski  
Head of Sales & Marketing

**The effort put into researching and selecting the right accounts was commendable, and it was a major operational effort that helped us to engage with the right accounts and relevant offerings.**