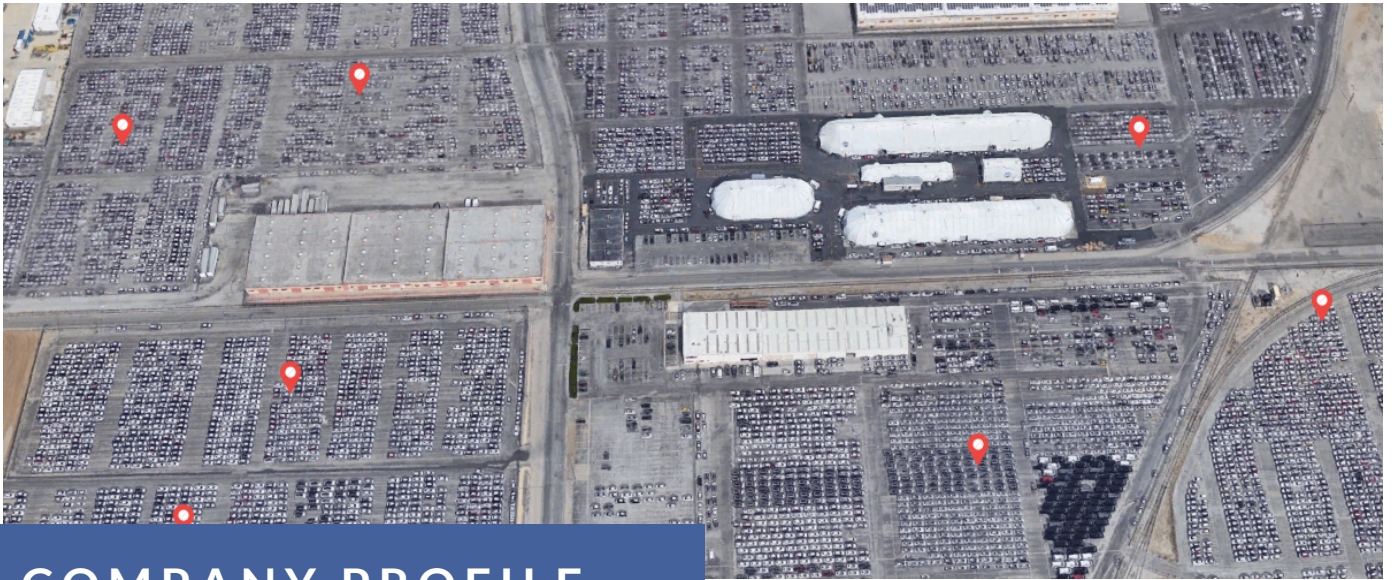


SUCCESS STORY

ACCOUNT BASED MARKETING FOR COGNOSOS



COMPANY PROFILE

Located in midtown Atlanta, **Cognosos** is an Internet of Things (IoT) startup that leverages software-defined radio (SDR) and cloud-based signal processing to dramatically lower the cost and power required for wireless sensor transmitters. Cognosos provides a complete IoT solution allowing customers to connect wirelessly to any object to which their device is attached. Their innovative solutions are backed by 15 patents and provides customers with a more flexible, efficient and scalable alternative to traditional asset tracking and inventory management solutions.



WHAT
DID
THEY
NEED?

WEBSITE HELP
MARKET RESEARCH
PREMIUM CONTENT
VIDEO DEMO
SALES LEADS



WHAT
SOLUTION
WAS
DEPLOYED?

ABM STRATEGY
EMAIL CAMPAIGNS
DIRECT MAIL
CONTENT
IMAGERY AND VIDEO



WHAT
WERE
THE
RESULTS?

INDUSTRY DATA
RAISED AWARENESS
HIGH RESPONSE RATE
CALLS/MEETINGS

CHALLENGE

As a small startup, Cognosos faced the classic challenge of communicating their technology's capabilities and values to potential customers.

The primary purpose of their solution is to provide a more cost effective, real-time inventory management and asset tracking system. Initially, their strategy involved attending trade shows, leveraging a long-term relationship with a highly skilled sales rep with a background in the automotive industry, cold calling and some traditional direct mail.

Their challenges included lack of time, **lack of internal marketing resource**, limited visibility, and difficulty pinpointing appropriate market segments and decision makers.

SOLUTION

It was decided that a new strategy would be deployed to target different segments of the Automotive industry. One such segment is called Finished Vehicle Logistics. Vehicle Processing Centers receive new vehicles from manufacturers, then add finishing touches, such as technology updates, spoilers, and other desired upgrades.

After carefully researching the target market it was discovered that a mere seven companies controlled about 90% of the total Finished Vehicle Logistics market. Knowing this, an **Account Based Marketing strategy** was developed and deployed. A multi-channel campaign was created incorporating personalized emails, an infographic, a short video demo, custom landing pages and a creative direct mail package.

RESULTS

The primary objective of the campaign was to secure sales meetings with company leaders who were responsible for daily operations and logistics. Of the seven companies targeted in the campaign, three of them responded to the outreach and scheduled sales calls, demos and site visits.

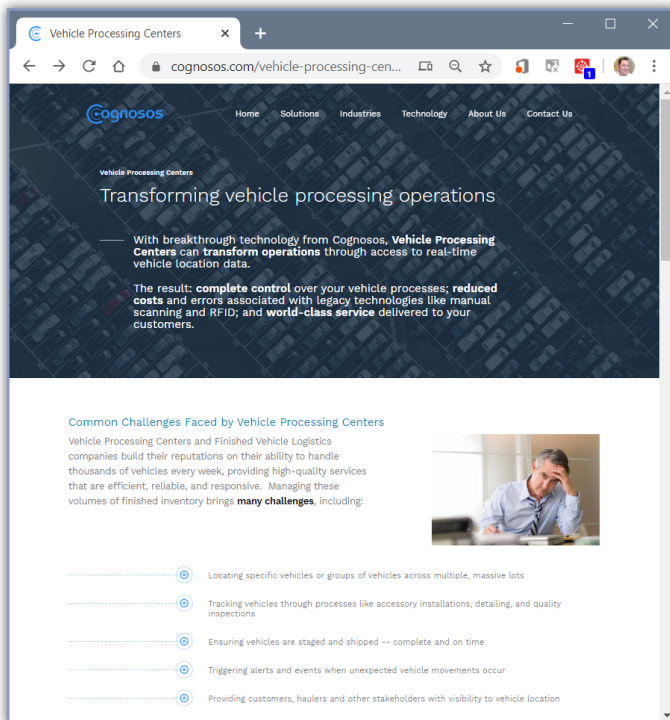
With the combination of different contact methods and creative messaging, the campaign **provided the sales team with leads for 3 out of the 7 companies** on their target list.

CORINGA CONSULTING

- MARKETING STRATEGY
- MARKETING CAMPAIGN MANAGEMENT
- MARKETING AUTOMATION
- EMAIL MARKETING
- LEAD GENERATION
- NURTURE | DRIP
- BRANDING
- TAGLINES | HEADLINES
- STORYLINES
- WEBINARS
- WEBSITES

WEBSITE

Prior to launching an outbound lead generation campaign, the Cognosos website needed some adjustments to organize content based on the **audience segments** and provide **more meaningful content** to the visitors. The new industry-focused pages highlighted their common challenges, testimonial quotes from customers, live action and demo videos, and very clear call-to-action buttons to **encourage requests for demos** of the RadioTrax app.



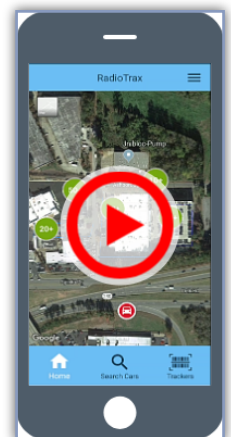
PREMIUM CONTENT

Research was conducted to determine industry issues and **top challenges faced by decision makers** in operations and logistics. Statistics from trusted sources were curated and used to support a compelling story with an **infographic** featured on the industry page and in targeted emails.

A **short video of the RadioTrax app** was recorded, edited and narrated to provide a quick overview of how it works and how easy it is to use.

EMAIL CAMPAIGN

An outbound email campaign was developed and targeted at approximately 90 individuals employed at the seven Vehicle Processing Centers across the country. The email series consisted of **five emails introducing a new way to solve old issues**, statistics, a demo video, a success story, and custom landing pages for each company.

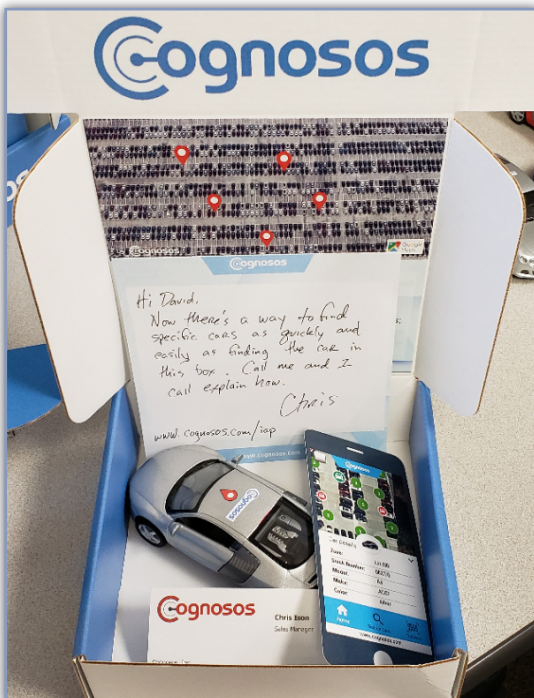
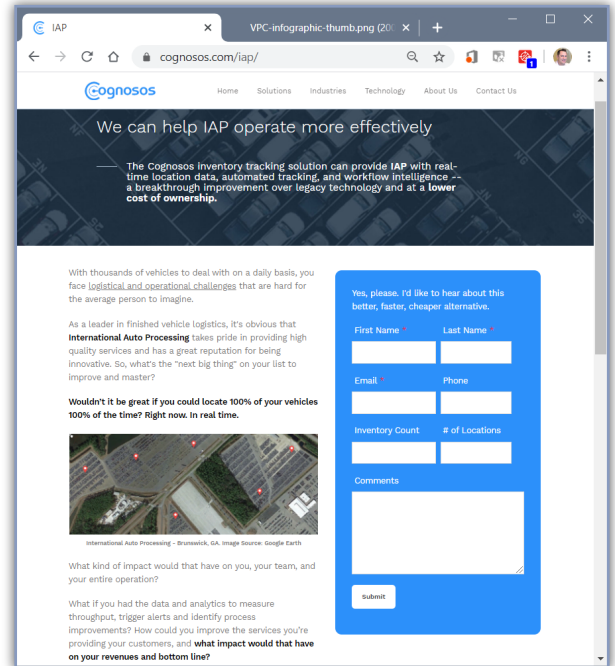


LANDING PAGES

With such a highly focused campaign targeting key accounts it was important to provide very **personal, customized messaging to each recipient** of the emails and direct mail packages. A landing page was created for each account featuring images, messaging and a contact form inviting visitors to request a scheduled conversation with Cognosos to hear more about their innovative solution.

DIRECT MAIL

In a culture with increasingly more impersonal communication channels and a variety of digital noise, direct mail is often overlooked as a viable option for raising awareness of nascent technology. However, in an **Account Based Marketing campaign to a select audience**, this method can provide great results. For Cognosos, a very creative direct mail package was put together involving customized messaging and **personal, hand-written notes** directing recipients to their unique landing page.



Operations and Logistics leaders at Vehicle Processing Centers received a customized box that included a **branded toy car, aerial image of a location with thousands of vehicles, a postcard cut-out displaying the phone app, and a personal hand-written note including their unique URL** taking them to their landing page.

As a result, Cognosos sales reps received email replies and phone calls asking about the solution and mentioning the **"car in the box"** they got in the mail. This led to securing phone meetings, on site visit and scheduled demos.

7 targets
3 leads

