

DEMANDBASE

OUTSYSTEMS GENERATES \$1.2M IN PIPELINE IN JUST FOUR MONTHS



THE CHALLENGE

OutSystems combines the power of low-code development with advanced mobile capabilities, enabling visual development of entire application portfolios that easily integrate with existing systems. Engineers with an obsessive attention to detail crafted every aspect of the OutSystems platform to help organizations build enterprise-grade apps and transform their business faster.

OutSystems is in a redhot growth industry and needs to continue its own rapid advancement through 2017 and beyond, while facing increasing competition. In order to achieve this, they must focus on acquiring new accounts as well as expanding business with their current customers. In the buying process, their solutions are evaluated by technical team members, but ultimately purchased by business stakeholders so they needed a way to reach multiple stakeholders within an account.

THE SOLUTION

OutSystems teamed up with Demandbase to help align the Sales and Marketing teams, define their target account list and deploy account-based advertising to attract the right accounts to their website and get them engaged. In order to make sure the right message was getting the right person, OutSystems segmented their funnel into three stages and across multiple regions. They were then able to deliver unique and personalized messages to each of those segments guiding prospects and customers through each stage of the buying process.



“Demandbase does what it says it will do. There are other vendors to choose from but working with Demandbase makes a difference – there is transparency, willingness of account managers to help, account management is huge as well as their innovation – they always bringing new ideas and push us to try new things.”

Steve Rotter
CMO
OutSystems

THE RESULTS

EXISTING CUSTOMERS WERE INTERESTED IN MORE PRODUCTS

59% lift in page views

88 new target account form conversions



3.6X
increase in content
consumption from
target accounts



\$1.2M
newly generated pipeline
from target accounts