

How Terminus Uses Synthio's DaaS Platform to Bring #ABM to Event Marketing

In an effort to drive attendance to the well-known #FlipMyFunnel Roadshow from targeted accounts, Terminus, the industry's first account-based marketing platform, turned to Synthio for event marketing assistance. *Synthio's Data as a Service (DaaS) platform allowed them to not only find the right accounts to target, but also the right contacts within those targeted accounts along with accurate contact information to reach them.*

THE GOAL:

- Drive the right individuals within their target accounts to attend the roadshow
- Engage with appropriate contacts at target accounts and create opportunities with them

THE SOLUTION:

Using the Synthio platform, Terminus conducted a "many-to-many" search - this means that they matched multiple targeted titles to multiple target companies, and the platform generated a list of all the relevant contacts at all the right companies. *It gets better... Our automated platform analyzed all of their closed-won accounts and found more accounts like them. Then, not only was the platform able to add targeted contacts to those accounts, it added on 50+ fields of additional information, like education, employment history, technology usage, and much more!*



Chicago | Dec. 8

Boston | Dec. 10

THE RESULT:



#ABM is all about **quality** over **quantity**, but Terminus was able to get both using Synthio! As a result of a series of email marketing campaigns, targeted ad campaigns, SDR phone outreach, and social touches all using Synthio data; Terminus achieved the below:

11 of their **TOP TIER** accounts attended their roadshows

19 opportunities were created directly from their **TOP TIER** accounts