



Lightning Talk | **[Account-Based Marketing]** Integrating MarTech to Drive Targeted Engagement & Growth in the Digital Age



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Account- Based Marketing

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13/11/2024



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- ❖ 20-year healthcare industry professional with a diverse range of roles in **Pharma and MedTech**, primarily in sales/marketing, including roles as Omni-channel Regional Lead, **Head of Marketing, Head of Sales, and Country Franchise Head.**
- ❖ Passionate professional who loves adventure, learns from mistakes, and enjoys calculated risks.
- ❖ Executive Coach in ICF

Slido Question:

What is ABM?

- a) ABM is all about quality over quantity
- b) ABM is integrating data with customer
- c) ABM is personalized campaigns



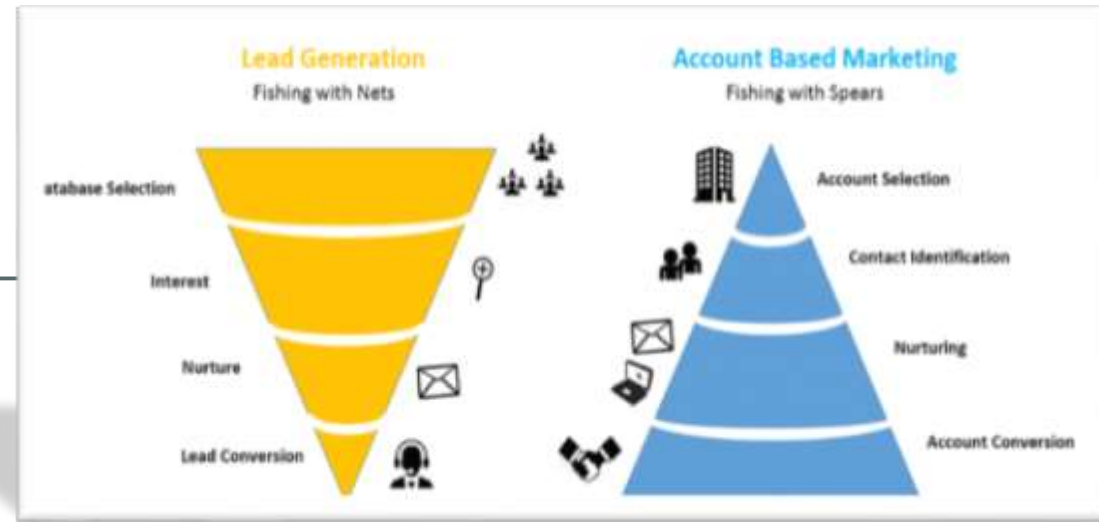
slido

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What is ABM?

i Start presenting to display the poll results on this slide.



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*Instead of casting a wide net,
target the big fish !*






Quality > Quantity

- A strategy that **aligns** sales and marketing efforts to target **high-value** accounts with **personalized** campaigns.
- In the digital age, ABM uses MarTech **tools** to enhance targeting, segmentation, and campaign effectiveness.

ABM is the **future of B2B** marketing, especially in environments where relationship-building and targeting specific accounts drive business success.

Building Real Connections for Real Results

-  **73%** of companies observed a surge in account **engagement**
-  **Deal Close** Rates up by **75%**
-  **87%** of companies reported higher **ROI**
-  **40%** of companies accelerated **sales**



Ref: available upon request



Making an Impact:

- ✓ Targeting and Research
- ✓ Personalization
- ✓ Alignment of Sales & Marketing

Solutions to Common Challenges

Challenge 1: Data Integration

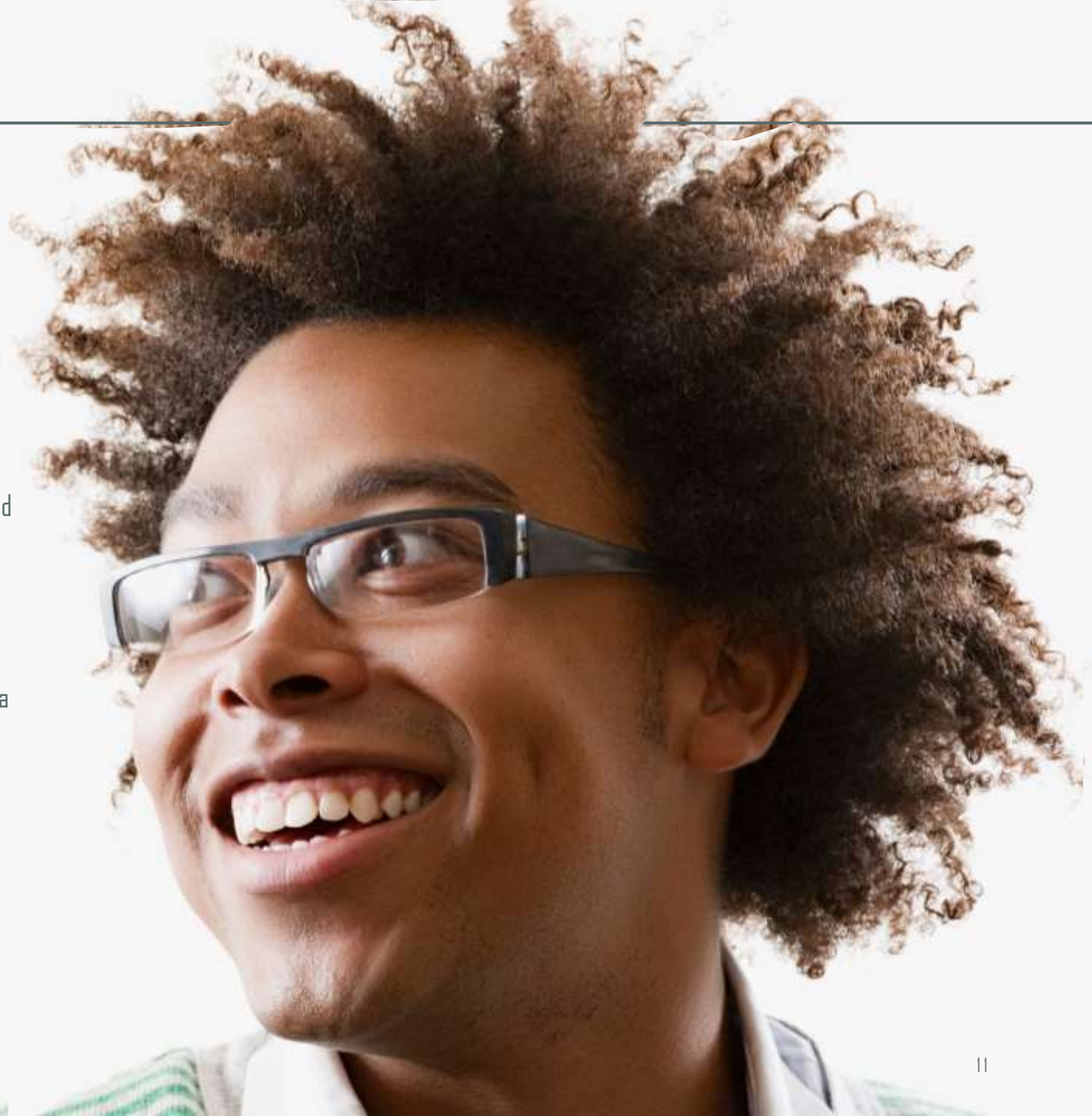
- Solution: Use platforms like Segment or Zapier to unify and clean data.

Challenge 2: Team Alignment

- Solution: Set KPIs and use shared dashboards (Google Data Studio, Tableau).

Challenge 3: Measuring ROI

- Solution: Implement closed-loop reporting in automated campaigns (Salesforce, Marketo).



ABM Example in Healthcare (MedTech case)



1

Challenge: Target high-value hospitals for surgeon adoption

Solution: Collaborative targeting of top hospitals and centers.

Tools: Salesforce + Marketo integration; custom landing pages.



2

Challenge: Personalize content by role (surgeons, procurement, administrators)

Solution: Intent tracking with Demandbase & 6sense enables tailored messaging, Customized case studies, outcomes data, and product demos

Tools: HubSpot: Automated, personalized email nurturing
Tableau: Engagement analysis for conversion insights

3

Challenge: Integrating multi-source data for unified account view

Solution: Real-time data with Segment; advanced analytics for insights.

ROI Measurement: Closed-loop reporting linking engagement to sales.



ABM Example in Eyecare



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Increased:

- Footfall to stores
- Conversion to revenue

Selection of:

- Top 15% stores

Campaign Set-Up in Salesforce.Com

Customized Geo Targeted Digital Campaign to drive footfall to top stores

Training by Sales Force in stores to create awareness and increase confidence in category

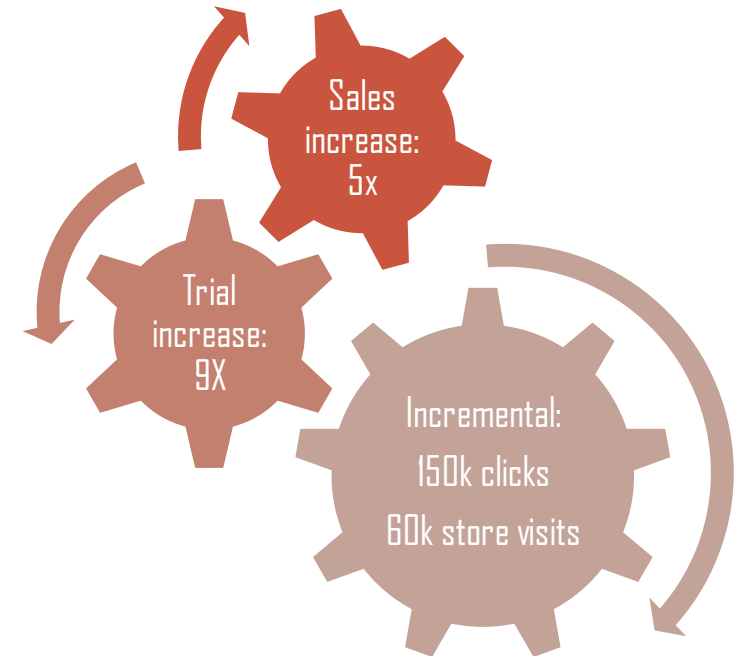
Instore Visibility & Promotion for conversion to revenue

Customized Geo Targeted Digital Campaign: Impressions, Clicks, Footfalls per store


Increased fitting bookings

Trial to Revenue Conversion

Market Share Increase



Ref: available upon request

A man with dark hair and a beard, wearing a yellow sweater over a white collared shirt, is shown in a thoughtful pose with his hand on his chin, looking upwards and to the left. The image is framed by a thin black border.

The Future of ABM in a Digital, Data-Driven World

- ABM will evolve with **AI and Machine Learning** to predict account behaviours and personalize content.
- **Predictive Analytics** will help forecast deal likelihood and improve resource allocation.
- **Future Trends:**
 - Conversational Marketing tools like Drift or Intercom.
 - Account-Based Analytics for continuous refinement (Looker, Power BI).



Thank you

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For questions, my

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