

## ONE LEADER'S QUEST FOR ABM GLORY

There once was a prosperous industry leader renowned throughout the land for commerce solutions that enabled the sending of packages for 90% of the fabled Fortune 500. But one hundred years of innovation wasn't just about to end there. A new idea was brewing. An inbound e-invoicing solution that would bring untold fame, fortune and even more devoted followers from far and wide.

Like all good stories though, it wasn't without it's ups and downs.



This particular leader wanted to charm 80 accounts with a spellbinding story that would bring to life his innovative solution. Whilst pondering this, he became intrigued by talk of a mystical far-off Utopia. A state of mind, some called it. Said to bring together marketing and sales to generate leads and content that can transform even the pickiest of customers into raving fans.

But he couldn't just get there on his own. He needed help. From the very people who discovered ABM Utopia. He needed Punch!

And he searched far and wide. But in the end, they found him, and put together an ABM strategy that identified three key market groups to go after. It was the map he'd been seeking all this time.

Together, they set off on an adventure, armed with potent audience insight, personalised messaging (including video) and LinkedIn outreach.

Six months into the quest, 60 new potential leads were generated, 45% of which became qualified. 50% of these were also high earning, leaving the leader with £3 million in the pipeline.

It was then that the leader understood what ABM Utopia was all about. After seeing the impact Punch! had on both strategy, messaging and, most importantly, the results it generated, one thing became crystal clear.

# 60 LEADS

## HE HAD AT LONG LAST ARRIVED AT UTOPIA.

But happily ever after wasn't found in some far off land. It was right here all along.

All it took was the right team to open his eyes.

Make your marketing out of this world with Punch!

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