

CASE STUDY

accelya

How Accelya increased deal velocity and expanded their target account list with Intentsify

Accelya, a leading software provider for the airline industry, has pioneered a groundbreaking technology that delivers financial and retailing solutions to its airline customers. However, the platform's complexity has lengthened the sales cycle and made it inaccessible to smaller airlines. To address these challenges, Accelya launched FLX Select, to leverage its market-leading NDC technology and expand its footprint.

Accelya's ultimate goal was to increase their target account list to include tier-two and tier-three operators. The marketing team started with a list of 37 target accounts (in an industry with around 500 companies) and expanded it to 100 prospects after using Intentsify's target account list enhancement.

Intentsify also helped Accelya achieve the following:

- Identify the best keywords to reach high-quality leads for their new product
- Target key influencers and job titles within customer organizations
- Understand the impact of its campaigns across regions
- Gain granular insights about each target account and research behavior
- Reactivate and re-engage existing contacts
- Amplify and distribute content through intent-activated display advertising

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We saw a significant difference when comparing the number of people we targeted and those who downloaded our white papers in our own campaigns versus the results Intentsify helped us achieve. Intentsify also helped us uncover contacts we had not previously considered.



Barbara Moreno
Director of Product Marketing
Accelya

Accelya's Goals and Objectives

- Build brand awareness
- Generate qualified leads from a niche audience
- Nurture known contacts toward a purchase
- Increase marketing-generated pipeline

Results

47X return on pipeline value

0.24% CTR (double the industry benchmark)

17% increase in engagement from display

Intentsify's Solution: Intent-Activated Content Syndication and Ad Solutions

Identifying the right accounts and contacts is just the first step. Accelya must get in front of them, capture their attention, nurture relationships, and progress them through the buyer journey. Here's how Intentsify's intent-activated solution helped Accelya identify and reach influential stakeholders in each account:

Step 1: Create Custom Intent Model

Intentsify created a target account list and identified buying group personas. Intentsify's AI algorithm interpreted and weighed topics and keywords using data from Accelya and the FLX Select campaign to analyze and organize these accounts based on research stages.

Step 2: Launch Content Syndication Campaign

Intentsify helped Accelya generate net new leads from the FLX Select target account list while retargeting and re-engaging existing contacts from previous content syndication campaigns to get more high-quality leads into the funnel. Accelya promoted two content assets to maintain the conversation throughout the customer journey.

The first asset targeted top-of-funnel interest to educate the audience about the broader industry trend and how their current technology may limit their growth. The second asset targeted lower-funnel interest with insights from a leading research company in the sector to validate the value of adopting Accelya's solution.

Step 3: Complement Content with Display

Intentsify set up display ads to raise brand awareness among contacts on the target account list and promote the FLX Select launch. The goal was to convert large strategic accounts, ensure a global footprint by allocating spend among North America, EMEA, and APAC, and entice the audience to request a demo.

In the North American market, Intentsify capped the ad spend to serve smaller airlines an equal weight of impressions.

Intentsify's Intent Activation Results

Using Intentsify's intent-activated solutions, Accelya grew its target account list and amplified its messaging to reach more high-quality prospects. It also leveraged the data insights to improve its campaigns and develop an in-depth understanding of its audience's intent.

- 590 content asset downloads
- 77 demo requests for FLX Select
- \$11.6M in sales pipeline



We get highly granular data and insights through Intentsify. We could see the specific topics prospects from different regional offices were searching for. We could better understand the intent and what our audiences were interested in to drive engagement.



Barbara Moreno
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