

1:Many ABM: Supply Chain Management for Retail

OBJECTIVE

Drive net-new logo awareness and early pipeline in a crowded, competitive market—while aligning marketing and sales around a scalable, customer-centric and data-driven ABM motion.

APPROACH

Took a persona-led, intent-informed approach to 1:many ABM—layering coordinated digital channels with sales-assisted outreach to engage buying committees within high-value supply chain accounts. Governed execution through bi-weekly sales alignment and pipeline reporting to ensure focus, accountability, and measurable pipeline impact.

RESULTS

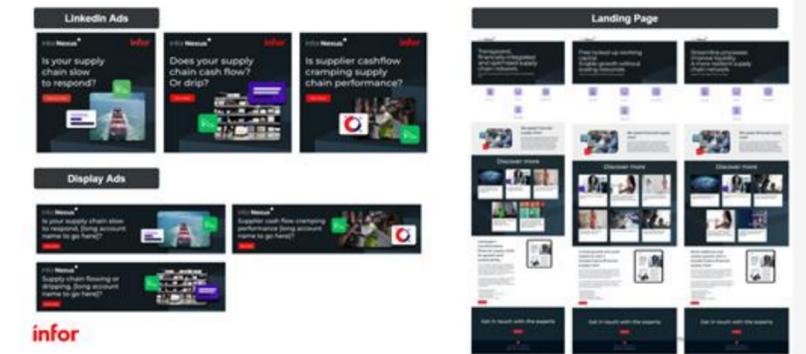
80% reach to target accounts
60% engagement from target accounts
20 Sales Accepted Opportunities
~\$3M influenced pipeline

ABM 'modern marketing approach'

Addressing the intrinsic marketing challenges in driving net new logo acquisition and expansion...



Asset suite



Our approach

We will run a 'Responsive' ABM program to a subset of must win accounts, helping to build Nexus's reputation in the Retail and Footwear space and eventually turn prospective customers into opportunities.

In Phase I, the audience will receive targeted marketing touch points via advertising and content syndication channels to drive awareness of Nexus's solutions for Supply Chain Finance and generate demand. We will use real-time intent data to identify when accounts are showing higher engagement / propensity to buy and notify BDRs to increase outreach.

Based on propensity to buy and marketing and sales engagement, accounts are scored and then nominated for more targeted ABM activity in Phase II. The top 3-5 accounts will receive persona-driven, hyper-personalized Sales and Marketing touchpoints focused on opportunity creation and deal acceleration.

9 regions
517 prospective accounts

Phase I user journey



Value proposition

| For... | C-level financial, sourcing & procurement decision-makers and finance operations leaders in fashion, footwear & apparel retail | | |
|----------------|--|---|--|
| Who need to... | RESILIENCY Recovering rapidly from (or avoiding altogether) negative impact from supply chain disruptions; as well as optimization of buyer & supplier finances to support ongoing economic wellbeing. | SUSTAINABILITY Meeting (or exceeding) market expectations and upholding environmental compliance commitments extending throughout supply chains and ecosystems. | GROWTH Freeing up working capital, supporting more flexible, yet robust supplier relationships and performance, enabling greater efficiency and agility through digitalization and automation. |
| And want... | to digitally transform financial and supply chain operations, maximizing their potential and performance | | |
| The... | Infor Nexus Supply Chain Finance & Procure to Pay Platform (SCF & P2P) | | |
| Brings... | a single, scalable platform for greater supply chain assurance, data-driven, end-to-end agility and financing program inno | | |
| And... | is the world's largest global supply chain network, connecting brands, retailers, manufacturers, suppliers, logistics providers and banks for mutual benefit. | | |

ABM Scorecard: bi-weekly report



TOOLS USED >>

