

# How MOTM Enabled ABM-Led Growth for a Premium Automation Company

A strategic case study in precision marketing for enterprise technology leaders

INDUSTRIAL AUTOMATION

ENTERPRISE ABM





# Client Snapshot

## Company Profile

Indian subsidiary of a leading global automation company operating in the premium enterprise technology segment. Their success depends on reaching the right decision-makers, not casting a wide net.



### Business Type

Indian subsidiary of global automation leader



### Sales Model

Enterprise / Account-Based Marketing



### Market Position

Premium tier with high brand standards



## The Challenge: Stalled Growth & Low Engagement

Despite a premium global brand, critical growth barriers hindered target market penetration. Existing strategies failed to deliver the high-quality engagement essential for enterprise sales success.

### Limited Market Share

Market penetration remained **below 5%** in the target segment, despite strong product offerings and global reputation.

### Poor Lead Quality

Only **15%** of leads were decision-makers, lacking the seniority and buying authority crucial for enterprise deals.

### High Brand Sensitivity

Premium positioning demanded precise, aligned messaging, leaving no room for generic outreach.

### Restricted Executive Access

C-suite engagement rate was **under 20%**, failing to reach key stakeholders controlling automation investments.



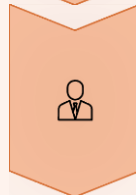
# Why MOTM Was Engaged

The company recognized they needed a fundamentally different approach—one that prioritized precision over volume and aligned perfectly with their premium brand standards.



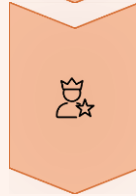
## ABM-Led Outreach

Strategic account selection and personalized engagement instead of mass marketing



## Right Stakeholders

Quality over quantity—reaching decision-makers who control budgets and strategy



## Brand-Aligned Execution

Every touchpoint had to reflect their premium positioning and enterprise standards

# The MOTM Solution: Strategic Implementation



MOTM designed and executed a comprehensive Account-Based Marketing program specifically calibrated for the premium automation market. Every element was built to deliver enterprise-grade results.

01

## Account-Based Marketing Strategy

Identified and prioritized high-value accounts based on fit, intent, and opportunity size

03

## Brand-Aligned Outreach

Crafted messaging and creative that matched the client's premium positioning

02

## Stakeholder-Level Targeting

Mapped decision-making units within each account to reach the right people at the right time

04

## Lead Qualification Discipline

Implemented rigorous qualification criteria to ensure only sales-ready opportunities moved forward



# Execution Outcomes

The implementation delivered measurable improvements across every critical metric. MOTM's disciplined approach transformed how the company connected with its market.

85%

C-Suite Engagement

Successfully reached C-suite and VP-level decision-makers at target accounts.

150+

Sales-Ready Leads

Consistent flow of sales-ready opportunities that met strict qualification criteria.

90%

Lead Acceptance Rate

Marketing and sales teams synchronized on account priorities and engagement strategies.

# Business Impact: Measurable Results

The transformation went beyond just generating leads. MOTM's approach fundamentally improved how the sales team spent their time, enabling them to focus on high-probability opportunities that matched their premium positioning.

95%

Lead Qualification Rate

High-quality leads with verified buying authority.

60%

Reduced Wasted Effort

Sales team focused on high-probability opportunities.

\$2.5M+

Increased Pipeline Value

Opportunities aligned with ideal customer profile.

3

Large-Scale FMCG Companies Acquired

Successfully acquired and onboarded three large-scale FMCG companies, driving measurable growth and long-term partnerships.





## Client Testimonial

"MOTM helped us connect with relevant stakeholders and deliver high-quality leads aligned with our premium positioning."

The client's feedback underscores the core value delivered: precision targeting that respects brand integrity while driving measurable business results. This wasn't about generating more leads—it was about generating the *right* leads.

# The Strategic Difference



## Precision Over Volume

ABM strategy prioritized account fit and stakeholder relevance instead of lead count



## Brand Protection

Every touchpoint maintained the premium positioning that differentiates in the market



## Sales Enablement

Marketing became a true revenue partner, delivering opportunities the sales team could close



# Outcome: Enterprise Growth Through Disciplined ABM

10X

ROI on Marketing Investment

80%

Increase in Qualified Pipeline

45%

Shorter Sales Cycle

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**Ready to transform your enterprise marketing?** Contact MOTM to learn how Account-Based Marketing can drive growth for your premium brand.