



*"At Digital River, we believe in commerce with accountability. That means, we are all-in, 100% committed to commerce and our clients. Our advanced commerce cloud, monetization tools and global services are set up to give your online business an edge and risk-free entry into markets worldwide. Commerce with Accountability.*

*With nearly 25 years of industry experience and offices on four continents, we've mastered the ins and outs of global commerce. From taxation and compliance to payment strategies and e-marketing campaigns, we've got you covered from end to end. You've got our word."*

When Tara Allison worked for another big corporate business she had been using the principles of Account Based Marketing. When she moved to Digital River she wanted to promote an Account Based Marketing programme as she appreciated how valuable this is for any business. The reason Tara chose to use intelligent business decisions is twofold, one that there are not many companies that offer this service and deliver it well and also she had worked with ibd previously when she was at SAP.

Account based marketing is a great way to get quality high revenue leads, but it has to be done right, it's not a quick fix and there is a great deal of time and detail that goes into building the foundation of each customer.

The principle of this is to get the result as explained below:

- An understanding of the opportunity, business objectives and key decision makers to increase our chance of winning them as a customer.
- This plan establishes a focus, compiles the knowledge needed to devise an effective account win strategy that meets all customer requirements, and defines the strategic execution plan'

*"intelligent business decisions assisted us with extremely professional and well researched and presented account insight for our ABM programme. We were able to develop very personalised and targeted content as a result, leading to a 60% conversion rate from cold prospect to engaged pipeline!"*

Tara Allison, Digital River, Global Marketing Director