



Precision ABM in Action: Reaching the Right Targets at the Right Time

A high-impact ABM campaign built to engage decision-makers already in motion.

THE CHALLENGE

Engage business & technology decision-makers across U.S. target accounts that:

- Meet minimum annual project volumes
- Have expiring competitive vendor contracts in 2026-27

Drive awareness and generate net-new qualified leads from a curated list of high-potential “in-market” accounts.

THE SOLUTION

ABM with Surgical Precision

43 named accounts

8-week campaign window

Persona segmentation: Solution & Technology Leadership

A MULTICHANNEL APPROACH



Dimensional Direct Mail (customized by persona)

Custom mug + tray message + BDR business card – shipped via FedEx (signature required)



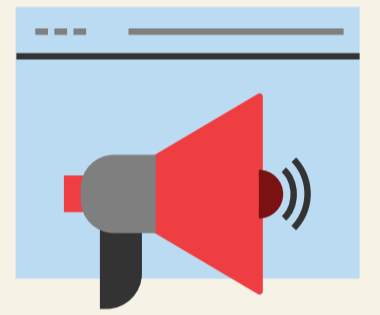
Postcards & 2-page Letter Package with printed asset:

Tightly written, persona-specific content designed for quick visual impact



Personalized Landing Pages (IT / Solution):

- Tailored by persona
- Top 12 accounts received hyper-customized pages, reflecting specific PACS expiration timing & organization-specific content



- Behavioral-Triggered Email Campaigns
- General Email Drip Series
- Persona-Based LinkedIn Ads
- SEM driving to campaign landing pages
- Weekly Outreach aligned to persona and campaign cadence

From Targeting to Traction; Real Pipeline Development



Buying stage confirmation for all accounts



RFPs generated from top 12 accounts

WHY IT WORKED:

- Persona-driven creative and content
- High-personalization across channels
- BDR alignment + behavioral triggers = right message at right moment
- Strategic segmentation of Top 12 accounts

LET'S BUILD THE MISSING PIECES TOGETHER.

Learn more at www.redhouse2b.com
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