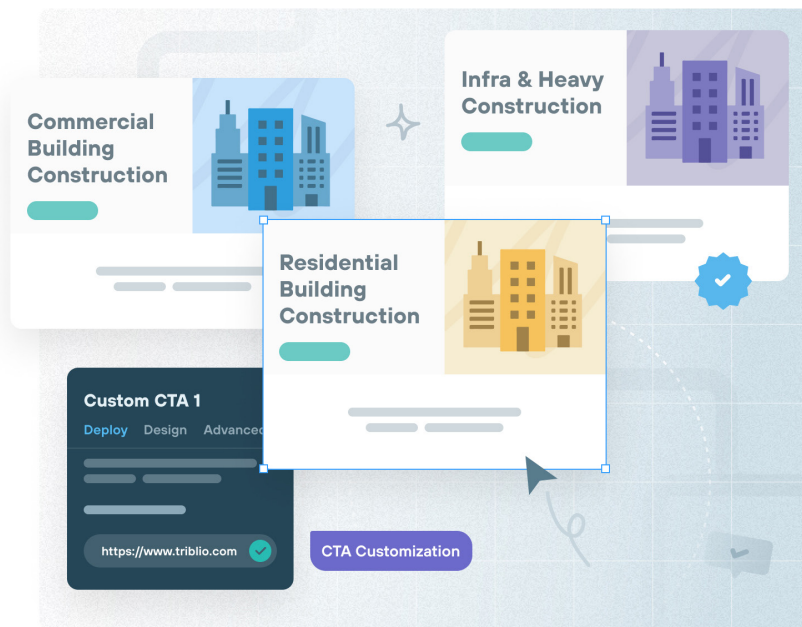


Orchestration Plays by Use Case



Execute a competitive takeout



When to Use

This orchestration play is best used when you have a substantial amount of opportunities lost to a competitor over time, and/or accounts researching specific competitors. By segmenting by specific competitors, you can swarm accounts with messaging that clearly calls out the competitive differentiators you have over those competitors.

How to Measure Success & Optimize

Success for this play would look like increased deal win rates against competitors, and higher rates of opportunities within accounts research your product category.

Audience Criteria:

- Opportunities lost to “Competitor A”
6–9 months ago
Cross-matched with
- Accounts researching you or other alternatives

The screenshot shows the 'Audience Criteria' configuration interface. It features two criteria stacked vertically, separated by an 'AND' connector. The first criterion is 'Salesforce Accounts' with the description 'Opportunity lost to a competitor 6-9 months ago' and an 'Include' toggle switch that is turned on. The second criterion is 'Bombora Intent Data' with the description 'Accounts researching you or similar solutions' and an 'Include' toggle switch that is also turned on.

Stage 1 - Create awareness of your competitive advantages

- Display ads run to promote competitive advantages
- Personalized homepage messaging around competitive differentiation
- Website pop-ups offer case study showing value proposition

Stage 2a - Send responsive accounts to sales

- Marketing provides “air cover” with contact level LinkedIn ads targeting decision-makers
- Leads are added to a SalesLoft sequence for sales to reach out with competitive messaging

Stage 2b - Nurture unengaged accounts

- Accounts that don't click ads are nurtured with display ads for three weeks

