

1:1 ABM: Platinum Account Program Development

Business Objective
Grow our Platinum Accounts faster than the rest of the business
 8.5% revenue growth target collectively for Platinum accounts | Platinum accounts bill \$100M or more in annual revenue

Sales Priorities
 Drive strategic growth and mitigate risk

- Reposition company as a strategic partner vs project-based vendor
- Extend our reach beyond the IT function
- Get in front of large scale transformational projects

ABM Program Goals
 Pilot account-based marketing with 1-3 platinum accounts

- Institute reputation programs to shift brand perceptions
- Elevate the value of sales CXO interactions
- Support the development of stage 1 opportunities

An Iterative and Repeatable Account-based Approach

Account Selection	Account Readout: Client Needs & Sales Goals	ABM Strategy & Planning	GTM & Campaign Plans	Execute	Measure & Optimize
<ul style="list-style-type: none"> • Account nominated for 1:1 ABM • Alignment call & ABM qualification w/ABM Lead, Client Partner & Vertical CMO 	<ul style="list-style-type: none"> • Client landscape, business drivers, sales goals • Relationship power maps • Account CSAT/NPS data • Competitive Intel • SME identification • Engagement insights from sales (e.g. relevant events, topics, important dates, upcoming meetings, historical data) • SFDC data 	<ul style="list-style-type: none"> • Identify strategic goals, target audience & shared metrics • Buyer persona profiles/audience insights • SME interviews • Intent data (1st/3rd party) analysis/social listening • Win themes and value props • Messaging/story development • Content audit, content plan • Events research, 3rd party affiliations, sponsorships • Funding secured 	<ul style="list-style-type: none"> • GTM plan & engagement strategy, campaign tactics and nurture streams • Campaign brief, content briefs • List building • Prepare channels and vendors for launch • Budget allocated 	<ul style="list-style-type: none"> • Sales/marketing orchestration • Agile launch 	<ul style="list-style-type: none"> • Custom dashboards • Contact engagement insights • Retrospective

Continuous optimization & feedback loops

Campaign Experience (sample)


Demonstrate we understand customer needs | Foster a feeling of partnership | Ensure consistency in messaging throughout

Generate Awareness in target functions & roles

Drive Interest in how we help solve account-specific needs

Sales Activation & Enablement creation, expansion and acceleration

Digital Ads



Real results: AI reduces underwriting by \$17 million. Learn what AI can do for you and how it's already saving payer organizations millions. [Learn more](#)

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Nurture Emails



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Artificial Intelligence is a smart investment

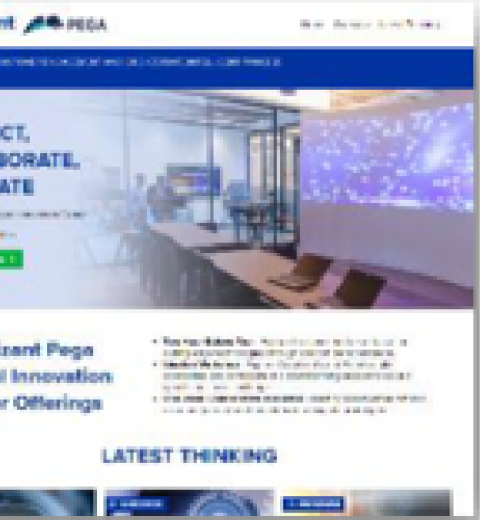
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Passion Book



Reimagining Healthcare with AI and Cognizant's Digital Innovation

Dedicated Account Microsite



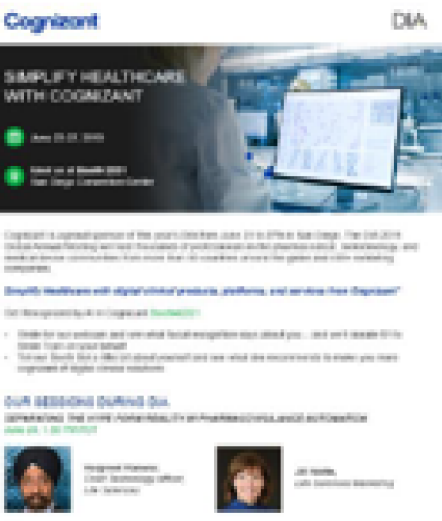
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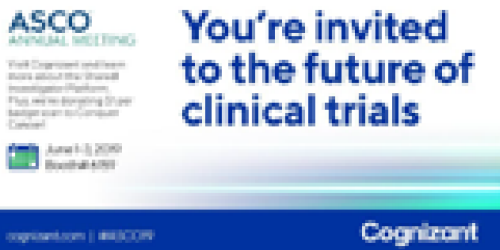
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1:00 PM - 2:00 PM
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Client-Facing Decks & Workshop Support



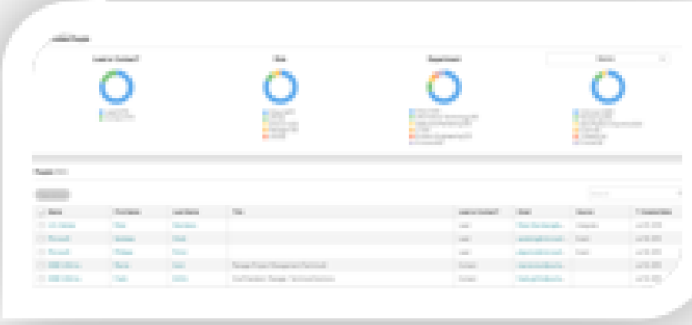
Client-Facing Decks & Workshop Support

Contact Engagement Insights



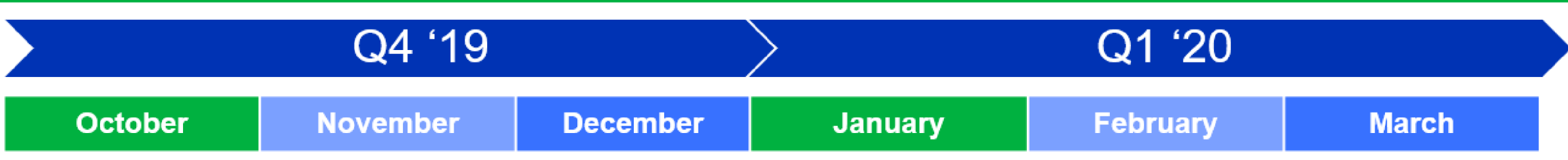
Contact Engagement Insights

Custom Dashboards

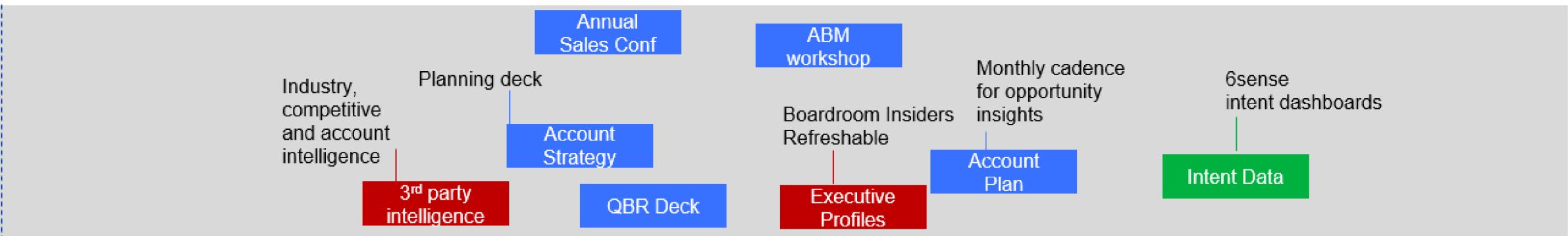


Custom Dashboards

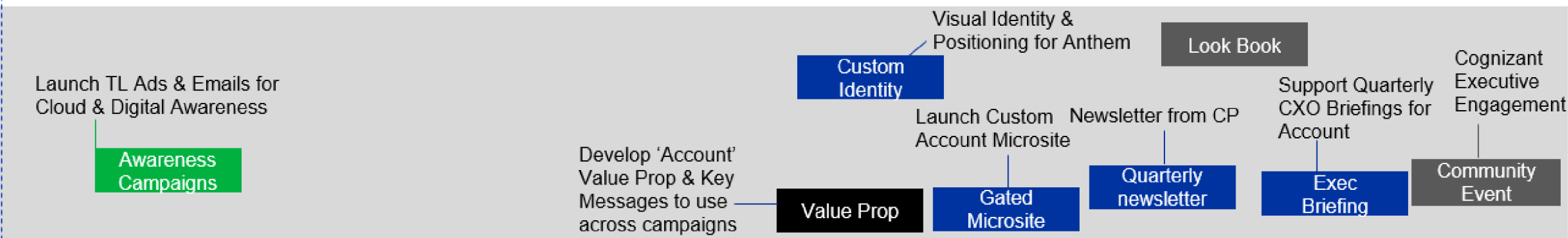
1:1 ABM
Plan on a Page
[Client Name]



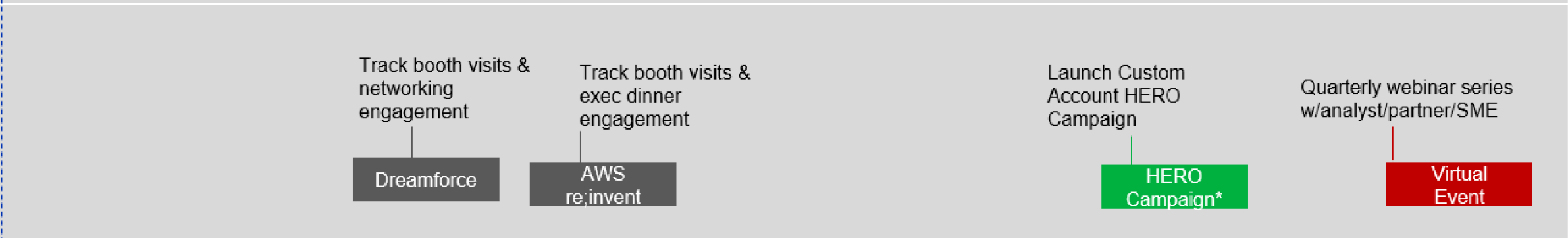
Account Intelligence



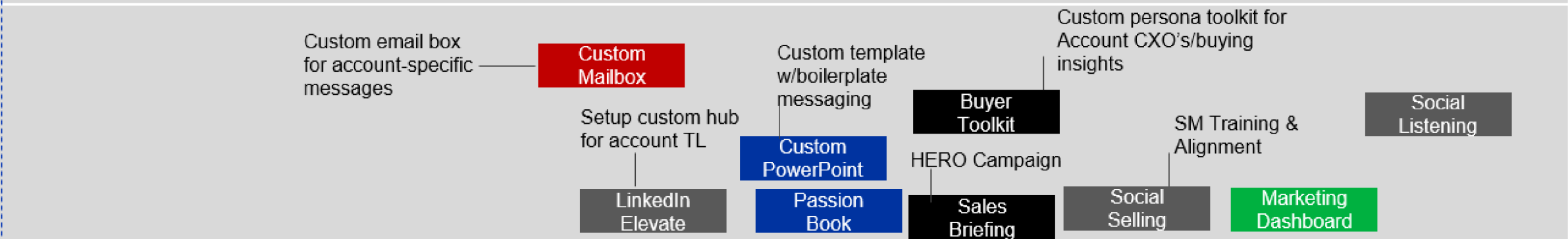
Reputation & Relationship Programs



Demand Creation Programs



Sales Activation & Enablement



KEY

- Indicates Sales Input
- Requires Creative Resources
- Requires ABM budget
- 'Always on'
- Requires cross-functional alignment

*Requires overall program development as a foundational building block