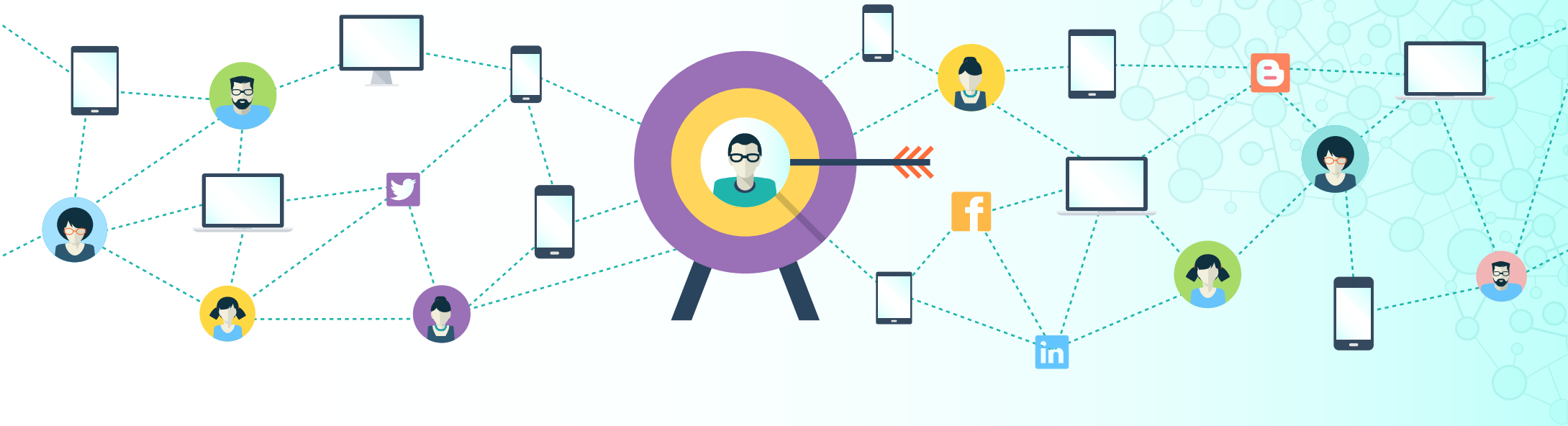


Listenloop



Account-based advertising so simple, your salespeople can launch their own campaigns

WHAT WE'RE ABOUT



Innovative advertising technology for Account-Based Marketer



B2B advertising experts to guide your campaigns



Five-star customer experience and support



ACCOUNT-BASED
ADVERTISING



Pick Accounts



Choose Ads



Launch Your Campaign

YOU'RE IN GOOD HANDS

ListenLoop is an innovative leader in the B2B advertising space.



Have Worked With:
50+ Clients



Team:
6 experts



Experience:
3 years in market



VC Funding:
\$2M



DiscoverOrg



RetailDoc



workmarket



SUCCESSFUL TRACK RECORD

Delivering positive results for the most sophisticated marketers



\$50M ARR Software Co.



67% lift on
conversion rates



70% account
penetration

\$100M ARR Software Co.



32% lift on
conversion



11% revenue lift
over 12 month

VALUE PROPOSITION



- Convince team, management to adopt ABM
- Orchestrate ABM campaigns
- Aligning sales & marketing is hard + Coordinate w/ sales on accounts
- Measure results at account level
- Hard to make content for account segments
- Put resources into ABM and 6 months later there's little to show
- Don't have enough time to execute ABM and other marketing duties
- Predict accounts in the market for my solution; targeting accounts you want is not enough.



- Selected accounts have better funnel conversion, lead quality, and deal size
- Improve sales & marketing efficiency
- More engagement from high-impact accounts
- Closing strategic accounts gives more credibility and trust in market
- Boosting your brand for targeted accounts
- Sales & management feel happier when marketing helps move the ball forward on selected accounts
- Identify Hot accounts for salespeople

CLIENT SUCCESS: LEADING SECURITY SOFTWARE

ListenLoop increases sales velocity by 37% and visitor-to-win conversion rate by 19%

37%

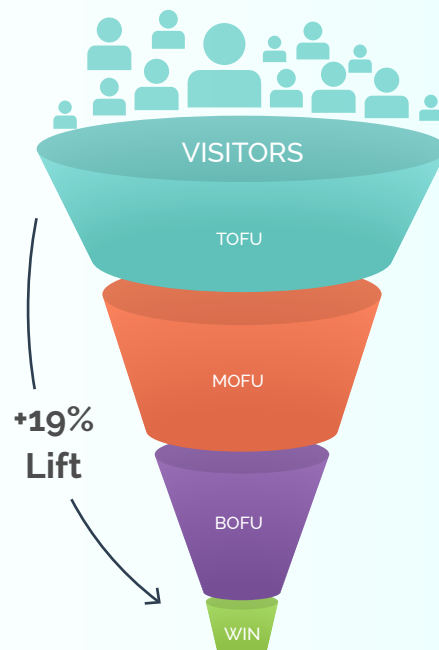
Boost sales velocity by 37%

Brief description from the case study

19%

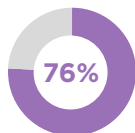
Increase visitor-to-win conversion by 19%

Brief description from the case study



CLIENT SUCCESS: \$50M B2B SOFTWARE COMPANY

ListenLoop boosts conversion rate by 76% and delivers \$4.2M incremental revenue



Increase visitor-to-win conversion by 76%

Brief description from the case study



Delivers \$4.2M incremental revenue

Brief description from the case study



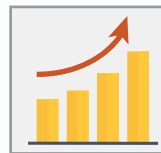
NEED

Educate and nurture prospects to support sales team in closing new logos



SOLUTION

Deliver dynamic, personalized display ads for top prospects based in their website behaviours and CRM data



RESULTS

Boosted visitor-to-win conversion rate by 76% and people exposed to ListenLoop ads generated more revenue (\$4.2 M) than baseline group of equally qualified prospects

ACCOUNT-BASED ADVERTISING PLATFORM

Just pick accounts, upload creative, and launch your campaign to influence your most desired accounts

ACCOUNT-BASED
ADVERTISING



Pick Accounts

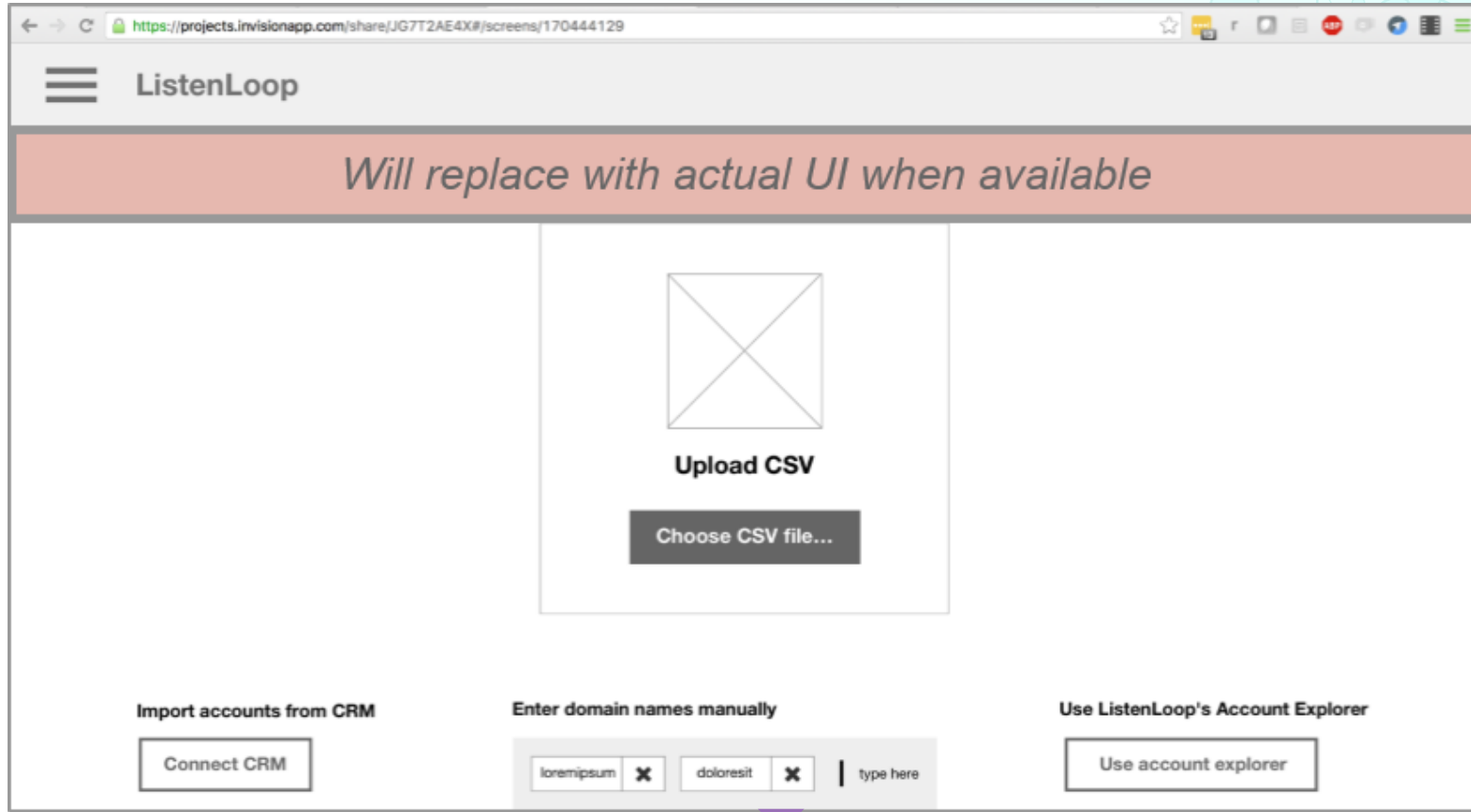


Choose Ads



Launch Your Campaign

STEP 1. SELECT HIGH-IMPACT ACCOUNTS



ListenLoop

Will replace with actual UI when available

Upload CSV

Choose CSV file...

Import accounts from CRM

Connect CRM

Enter domain names manually

loremipsum ✕ dolorsit ✕ | type here

Use ListenLoop's Account Explorer

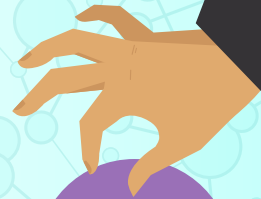
Use account explorer



HIGH-IMPACT
ACCOUNTS

Upload a CSV file to identify your desired accounts or use ListenLoop's Account Explorer

STEP 1. SELECT HIGH-IMPACT ACCOUNTS



HIGH-IMPACT
ACCOUNTS

← → ↻ <https://projects.invisionapp.com/share/JG7T2AE4X#/screens/170444130> ☆ 📄 📱 📺 📖 📌 📎 📧 📧 📧 📧 📧 📧

Results

Account List name

Job Title filter:

loremipsum ✕

doloresit ✕

| type here

Behavioral Intent filter:

loremipsum ✕

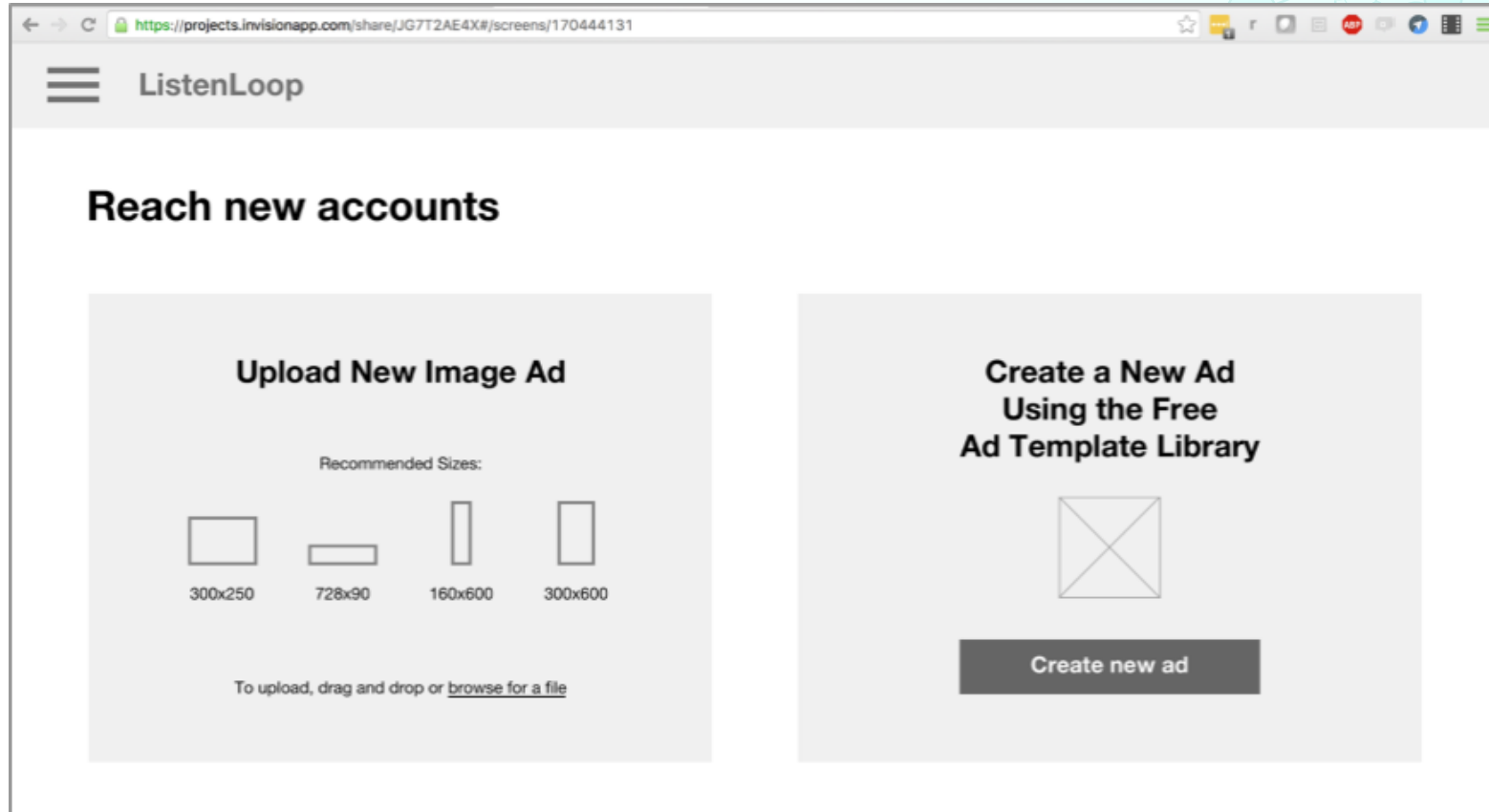
doloresit ✕

| type here

All Accounts		Selected Accounts	
<input type="checkbox"/> Select all	Save Sort by: Relevance ▼	Look alike	
<input type="checkbox"/>	<div><div>✕</div><div>IBM Information Technology & Services Employees: 4000</div></div> <div><div>all locations ▲</div><div>input locations</div></div>	<input type="checkbox"/>	
<input type="checkbox"/>	<div><div>✕</div><div>Hewlett Packard Enterprise Information Technology & Services Employees: 4000</div></div> <div><div>all locations ▼</div></div>	<input type="checkbox"/>	
<input type="checkbox"/>	<div><div>✕</div><div>HP Information Technology & Services Employees: 4000</div></div> <div><div>all locations ▼</div></div>	<input type="checkbox"/>	
<input type="checkbox"/>	<div><div>✕</div><div>Procter & Gamble Information Technology & Services Employees: 4000</div></div> <div><div>all locations ▼</div></div>	<input type="checkbox"/>	

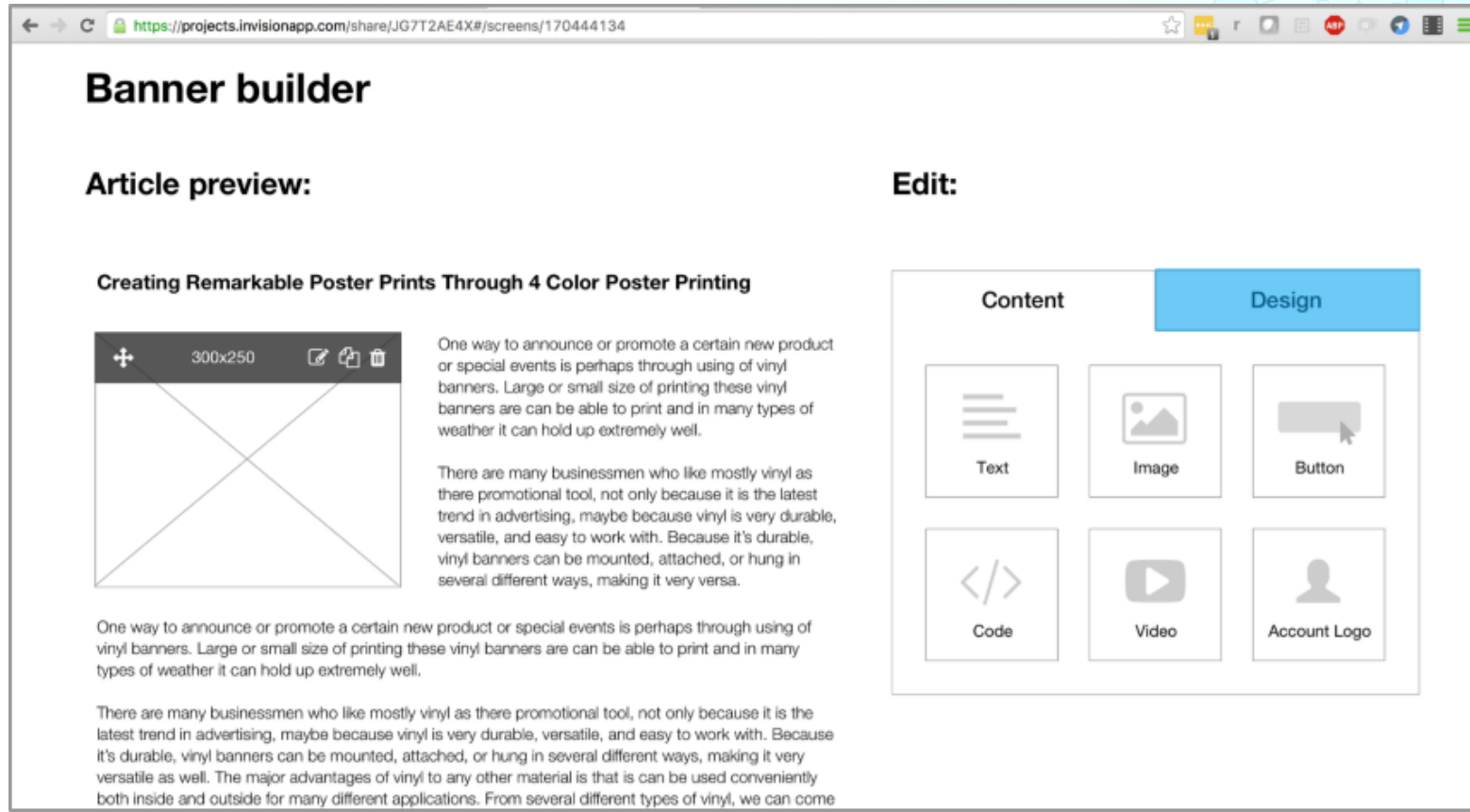
Get even more targeted with filters for job titles, locations, and behavioral intent

STEP 2. UPLOAD OR CREATE ADS



Upload your creatives using images from prior ad campaigns

STEP 2. UPLOAD OR CREATE ADS



Banner builder

Article preview:

Creating Remarkable Poster Prints Through 4 Color Poster Printing

300x250

One way to announce or promote a certain new product or special events is perhaps through using of vinyl banners. Large or small size of printing these vinyl banners are can be able to print and in many types of weather it can hold up extremely well.

There are many businessmen who like mostly vinyl as there promotional tool, not only because it is the latest trend in advertising, maybe because vinyl is very durable, versatile, and easy to work with. Because it's durable, vinyl banners can be mounted, attached, or hung in several different ways, making it very versa.

One way to announce or promote a certain new product or special events is perhaps through using of vinyl banners. Large or small size of printing these vinyl banners are can be able to print and in many types of weather it can hold up extremely well.

There are many businessmen who like mostly vinyl as there promotional tool, not only because it is the latest trend in advertising, maybe because vinyl is very durable, versatile, and easy to work with. Because it's durable, vinyl banners can be mounted, attached, or hung in several different ways, making it very versatile as well. The major advantages of vinyl to any other material is that is can be used conveniently both inside and outside for many different applications. From several different types of vinyl, we can come

Edit:


Content **Design**

- Text
- Image
- Button
- Code
- Video
- Account Logo



Or use ListenLoop's Ad Creator to make ads that are automatically personalized per account

STEP 3. REVIEW & LAUNCH



https://projects.invisionapp.com/share/JG7T2AE4X#/screens/170444138





ListenLoop

1 Pick Accounts 2 Upload Ads 3 Review & Launch

Review & Launch

Target visitors from pricing page campaign

Start date: Jun 22 2016 (6:00 PM UTC)
End date: Jun 30 2016 (12:00 AM UTC)

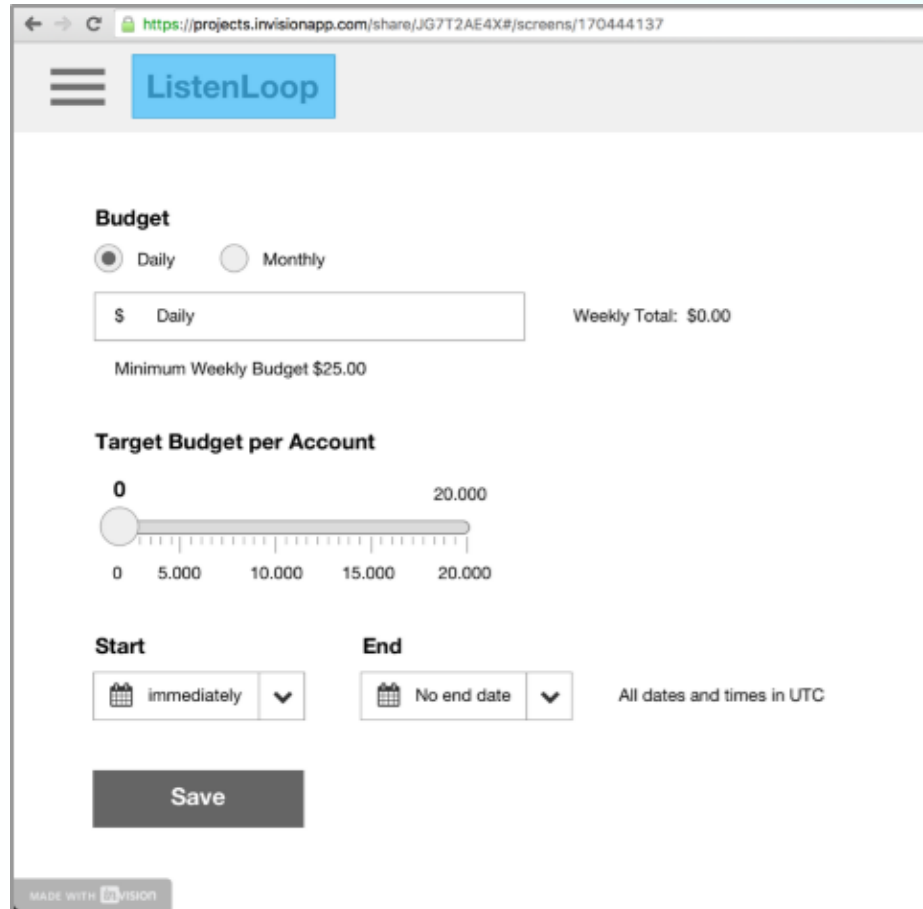
Daily budget	\$10.00 (Billing is Weekly: Estimated weekly charges for this campaign: \$70.00)	Edit
Location	Display ads in the United States	Edit
Audience	Targeting 1 Segment 300x250 MLM Leaders	Edit
Ads	   	Edit
Payment method	Credit Card For Your Account	
	Jose Fuentes 6632 52nd Road, Floor 2	

MADE WITH INVISION

Comments

Upload your creatives using images from prior ad campaigns

STEP 3. REVIEW & LAUNCH



The image shows a web browser window displaying the ListenLoop Ad Creator interface. The URL in the address bar is <https://projects.invisionapp.com/share/JG7T2AE4X#/screens/170444137>. The interface has a header with a menu icon and the "ListenLoop" logo. The main content area includes a "Budget" section with radio buttons for "Daily" (selected) and "Monthly". Below this is a text input field showing "\$ Daily" and a "Weekly Total: \$0.00" label. A note states "Minimum Weekly Budget \$25.00". The "Target Budget per Account" section features a horizontal slider ranging from 0 to 20,000, with the current value set at 0. The "Start" and "End" sections each have a calendar icon and a dropdown menu; "Start" is set to "immediately" and "End" is set to "No end date". A note specifies "All dates and times in UTC". A large "Save" button is at the bottom. A small "MADE WITH INVISION" logo is in the bottom left corner.

Budget

☒ Daily ☐ Monthly

\$ Daily Weekly Total: \$0.00





Minimum Weekly Budget \$25.00

Target Budget per Account

0 20,000

0 5,000 10,000 15,000 20,000

Start **End**

 immediately   No end date 

All dates and times in UTC

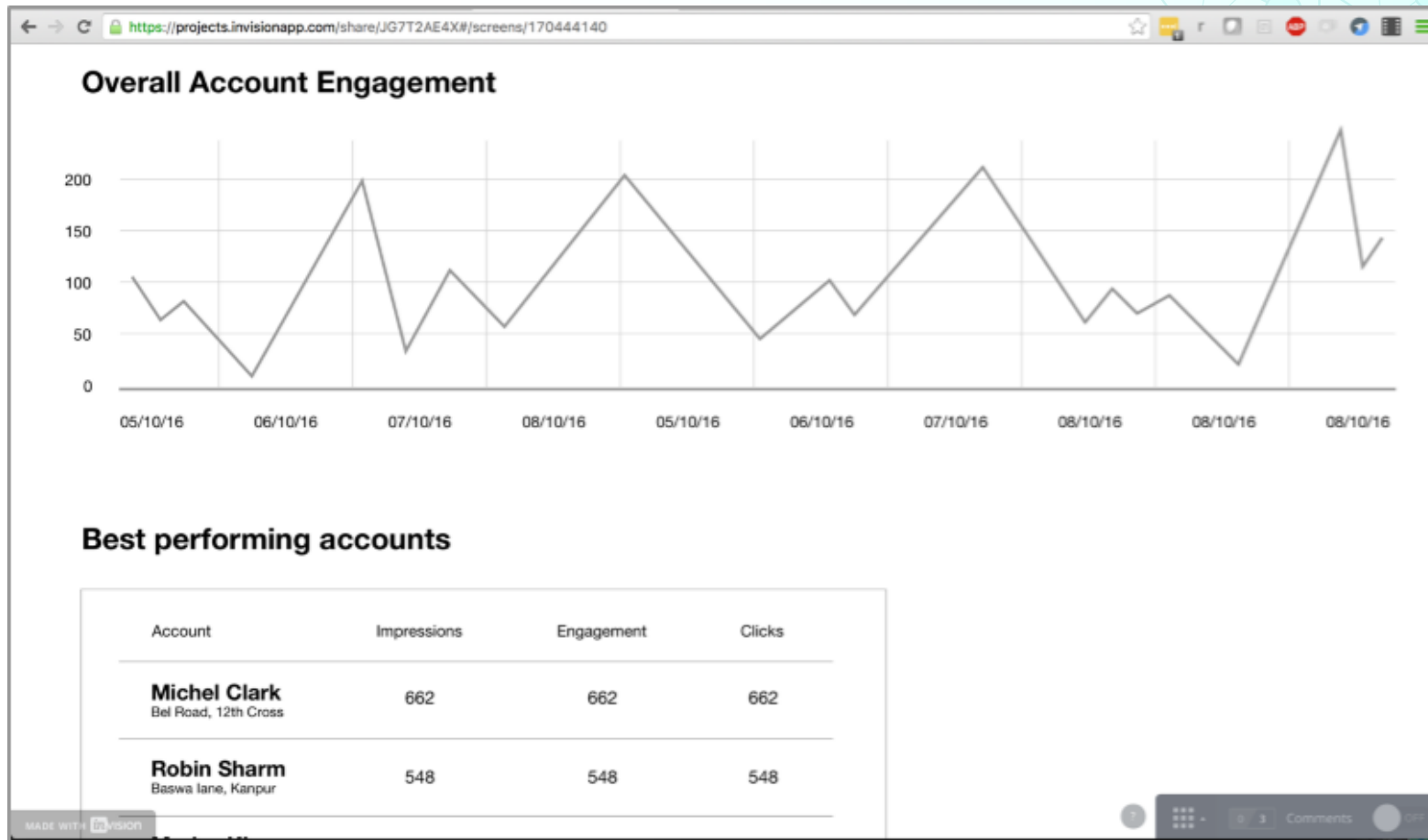
Save

MADE WITH INVISION

Or use ListenLoop's Ad Creator to make ads that are automatically personalized per account



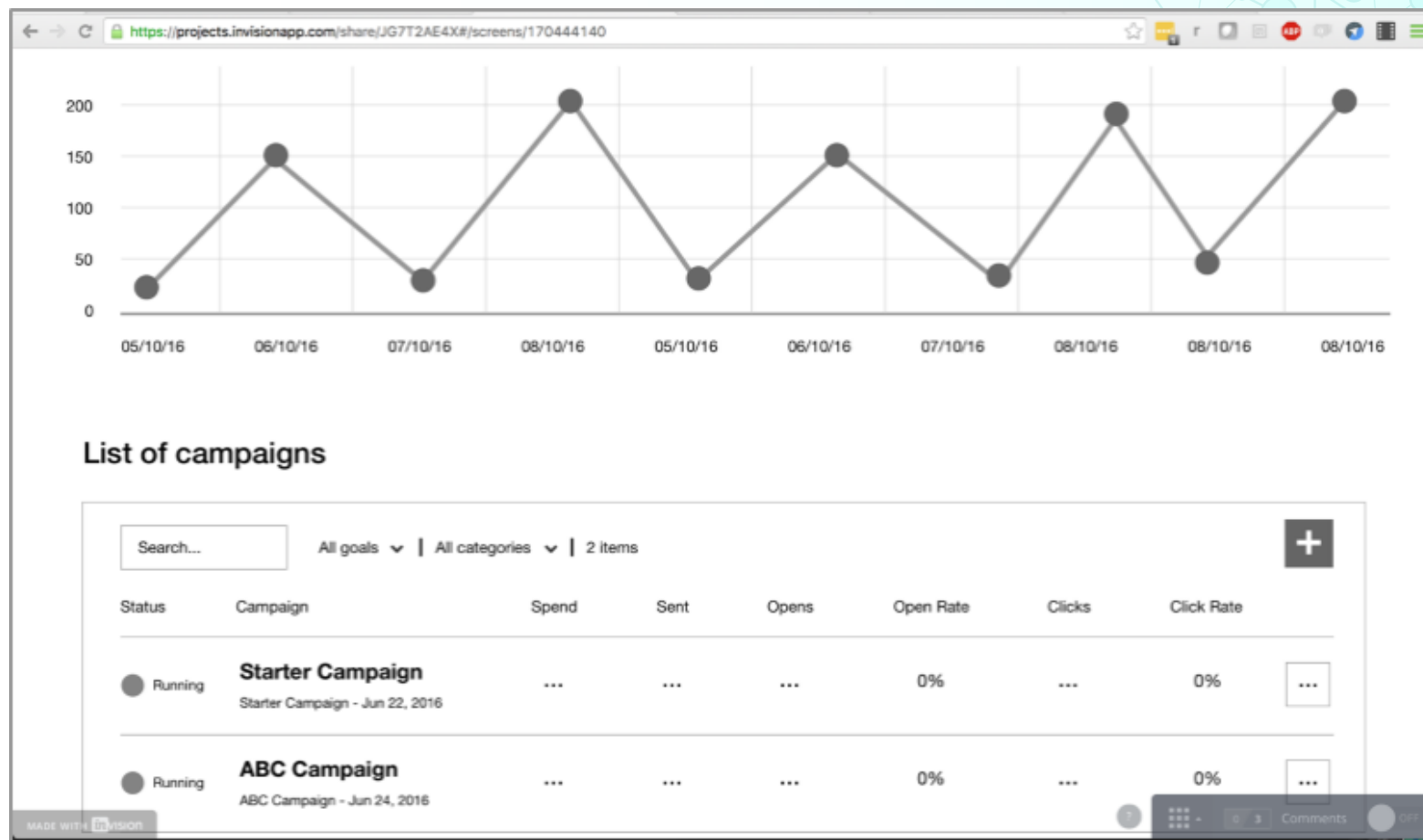
REVIEW PERFORMANCE



Track overall engagement and hot accounts in our dashboard.

REVIEW

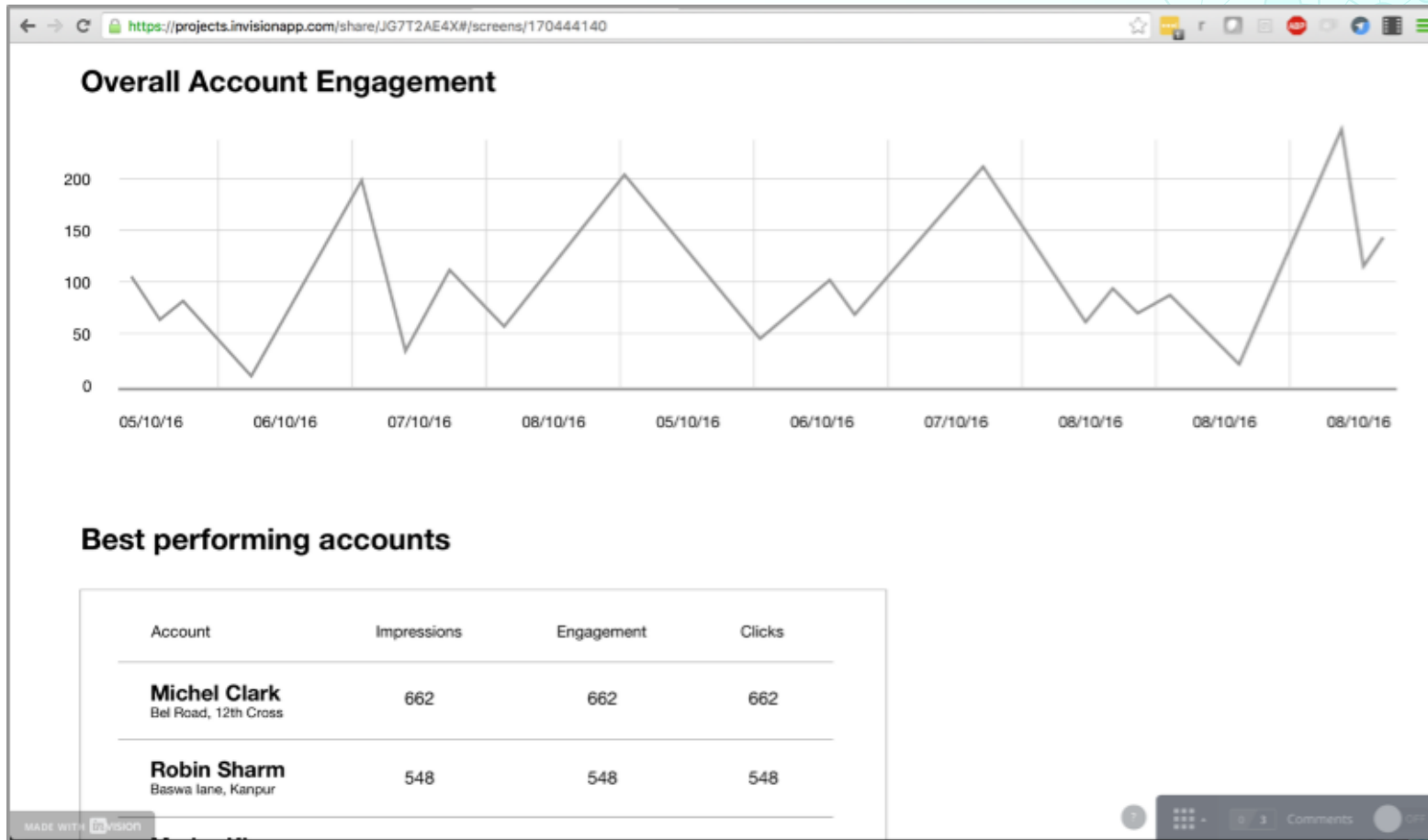
REVIEW PERFORMANCE



Get statistics for each campaign and identify opportunities to double down.

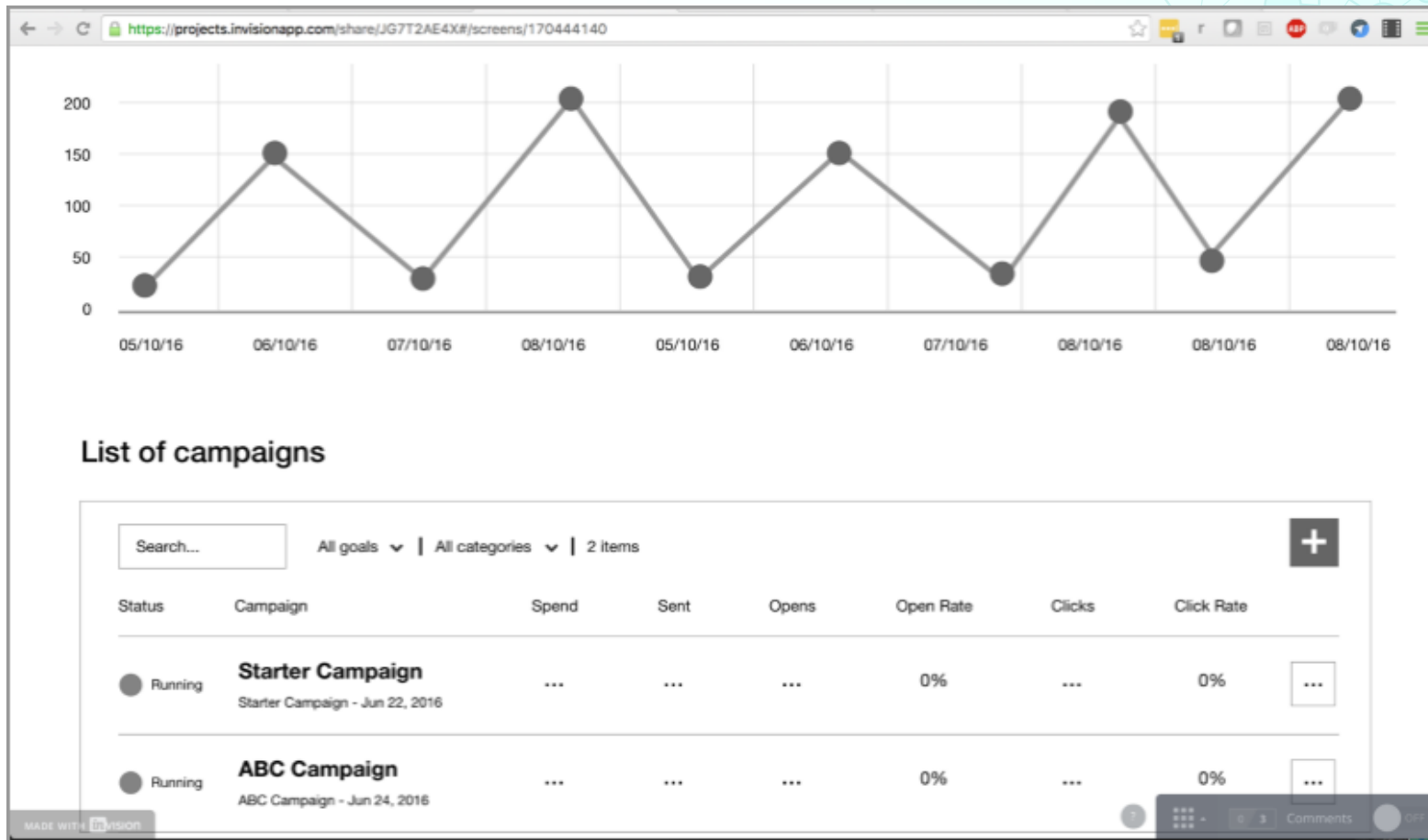
REVIEW

DRILL DOWN TO OPTIMIZE CAMPAIGNS



Intuitive reports show how each campaign is performing, which you can share with your team.

DRILL DOWN TO OPTIMIZE CAMPAIGNS



Review the hottest accounts and identify which banner ads performed the best. Then, optimize as needed.

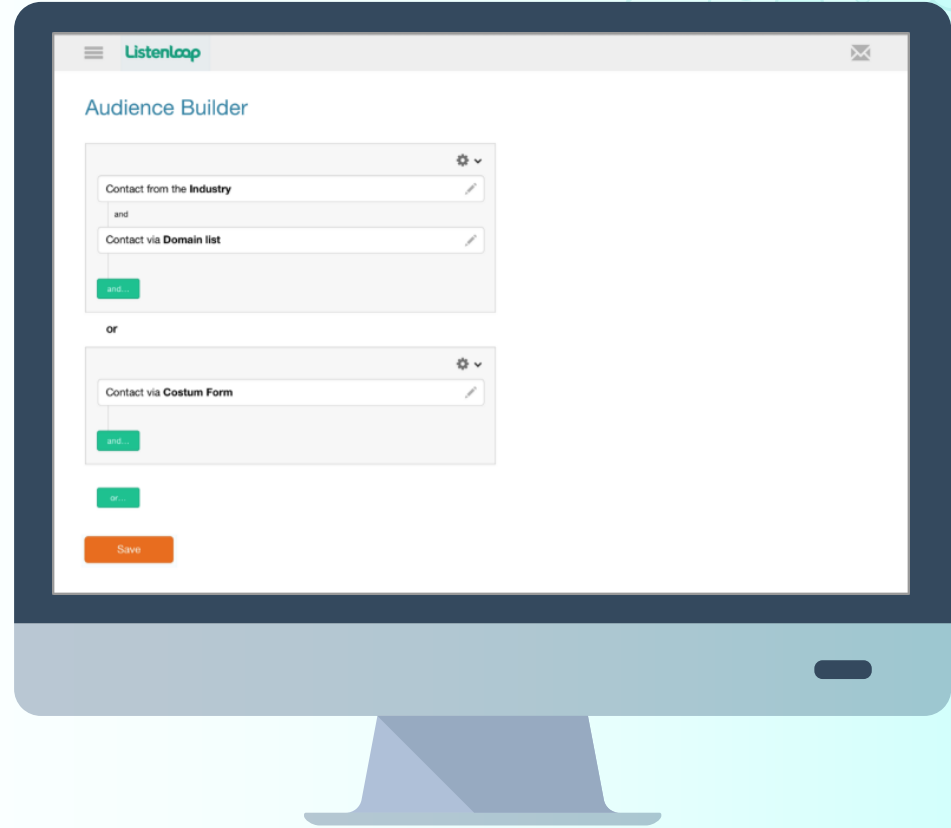
ADD MORE CAMPAIGNS



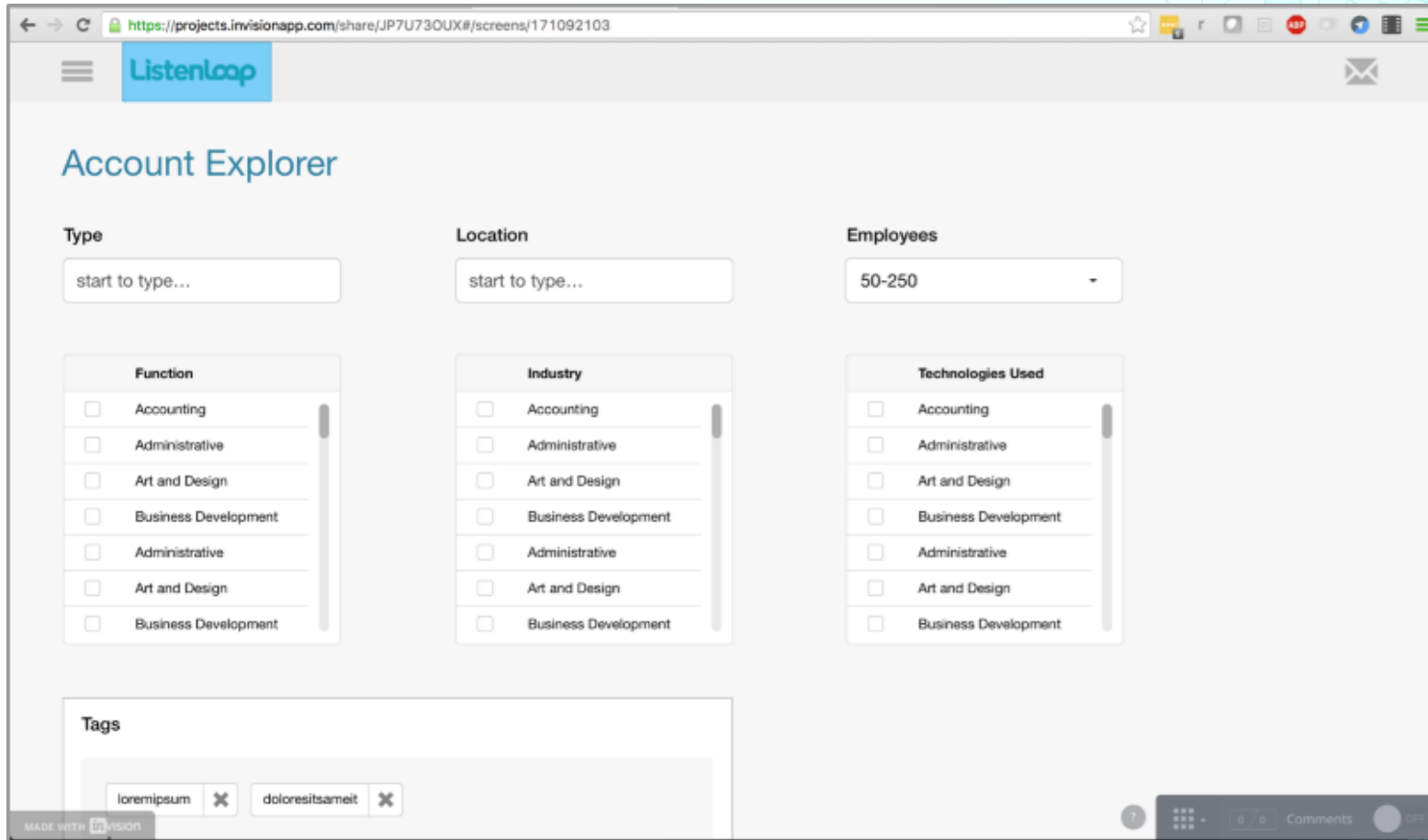
Nurture mid-funnel leads using ListenLoop's audience builder.



Create one campaign for visitors who left the pricing page, and yet another campaign for those who submitted a form about a particular eBook.



SELECT ACCOUNTS EASILY



Account Explorer

Type: start to type...

Location: start to type...

Employees: 50-250

Function:

- ☐ Accounting
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development

Industry:

- ☐ Accounting
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development

Technologies Used:

- ☐ Accounting
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development
- ☐ Administrative
- ☐ Art and Design
- ☐ Business Development

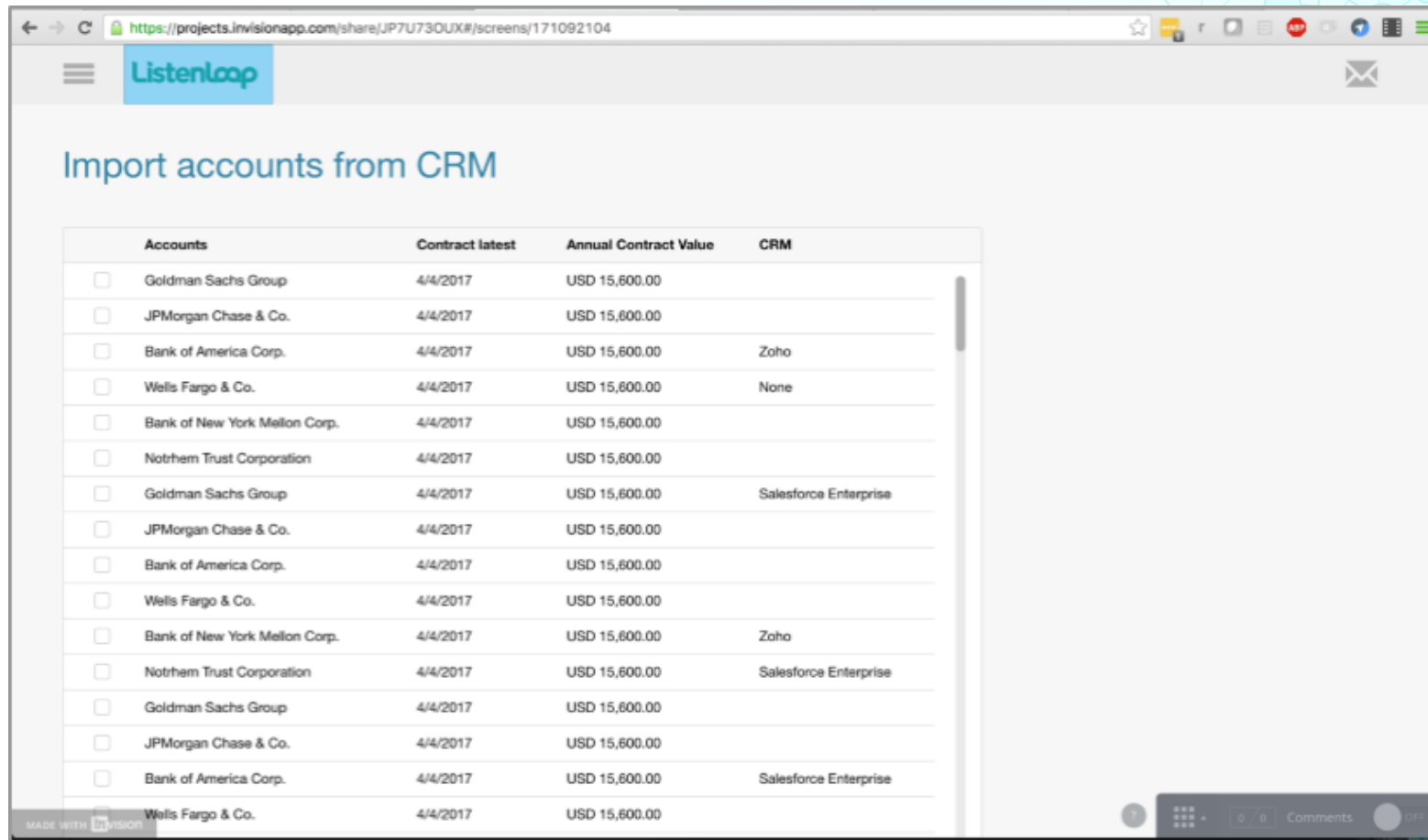
Tags:

- loremipsum
- doloresitsameit

ACCOUNTS

Use ListenLoop's Account Explorer to select companies that match your criteria.

SELECT ACCOUNTS EASILY



The screenshot shows a web browser window with the URL <https://projects.invisionapp.com/share/JP7U73OUX#/screens/171092104>. The page title is "Listenloop" and the main heading is "Import accounts from CRM". Below the heading is a table with the following columns: "Accounts", "Contract latest", "Annual Contract Value", and "CRM". The table contains 16 rows of data, each with a checkbox in the "Accounts" column. The "CRM" column contains values: "Zoho", "None", "Salesforce Enterprise", and "Zoho".

Accounts	Contract latest	Annual Contract Value	CRM
<input type="checkbox"/> Goldman Sachs Group	4/4/2017	USD 15,600.00	
<input type="checkbox"/> JPMorgan Chase & Co.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Bank of America Corp.	4/4/2017	USD 15,600.00	Zoho
<input type="checkbox"/> Wells Fargo & Co.	4/4/2017	USD 15,600.00	None
<input type="checkbox"/> Bank of New York Mellon Corp.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Northern Trust Corporation	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Goldman Sachs Group	4/4/2017	USD 15,600.00	Salesforce Enterprise
<input type="checkbox"/> JPMorgan Chase & Co.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Bank of America Corp.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Wells Fargo & Co.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Bank of New York Mellon Corp.	4/4/2017	USD 15,600.00	Zoho
<input type="checkbox"/> Northern Trust Corporation	4/4/2017	USD 15,600.00	Salesforce Enterprise
<input type="checkbox"/> Goldman Sachs Group	4/4/2017	USD 15,600.00	
<input type="checkbox"/> JPMorgan Chase & Co.	4/4/2017	USD 15,600.00	
<input type="checkbox"/> Bank of America Corp.	4/4/2017	USD 15,600.00	Salesforce Enterprise
<input type="checkbox"/> Wells Fargo & Co.	4/4/2017	USD 15,600.00	

ACCOUNTS

Or synchronize your Salesforce to pull pre-made account lists.

FOCUS ON LONG-TERM SUCCESS



PLAN FOR ABM SUCCESS IN TWO PHASES:

Don't fall victim to short-term thinking. The worst thing you can do is "loosen the jar" for a competitor after you spend time and resources educating a buyer about your solution space.



Short-term

short-term (**2-4 Quarters**)
where you measure
movement on key accounts

Long-term

long-term (**1-2 years**) where
you demonstrate improvements in
marketing efficiency, shorter sales
cycles, higher deal values, and improved
brand recognition among strategic accounts.



MARKETING
EFFICIENCY



SALES
CYCLES



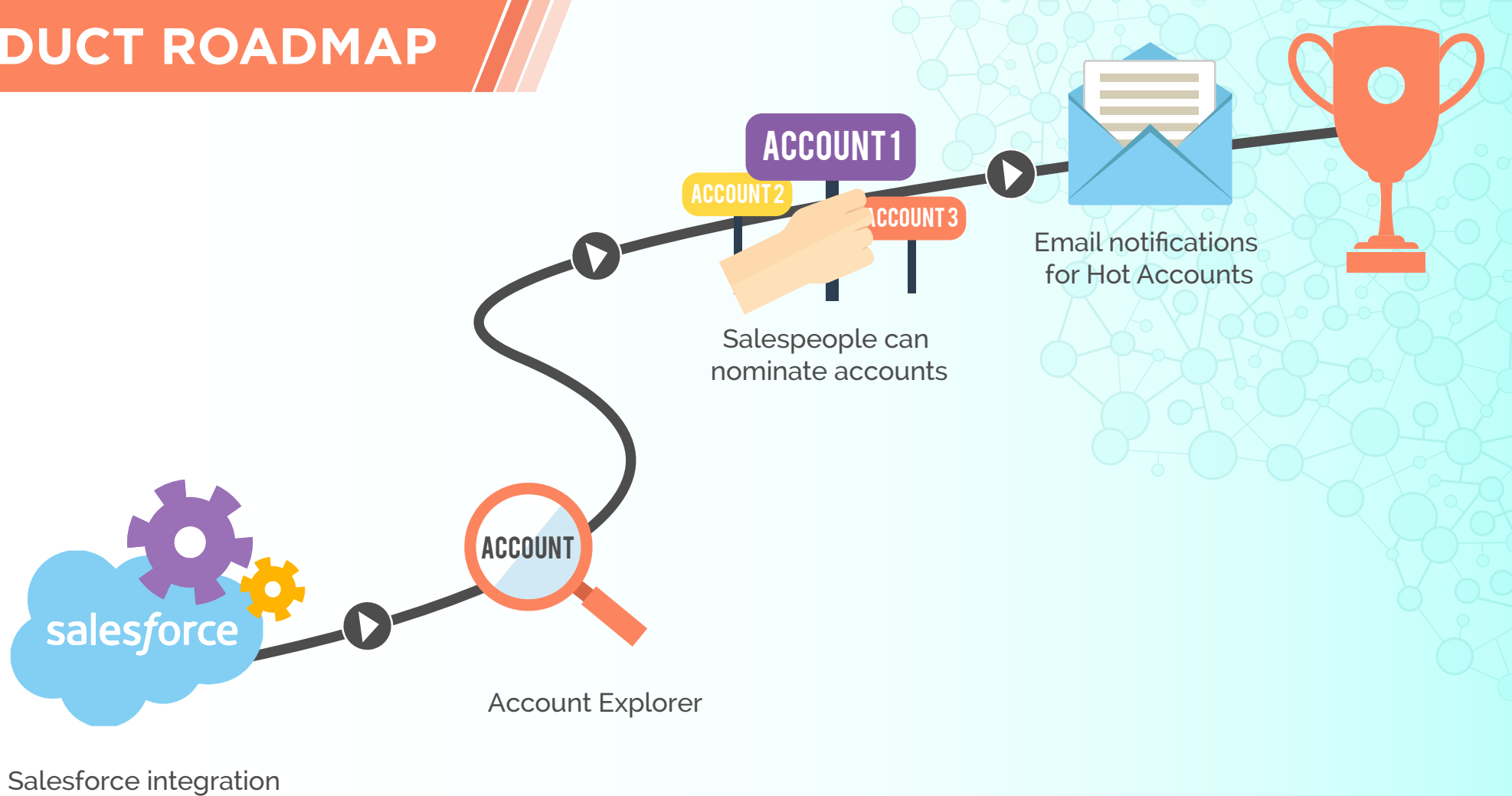
DEAL
VALUES



BRAND
RECOGNITION



PRODUCT ROADMAP



IMPLEMENT IN MINUTES

ACCOUNT-BASED ADVERTISING

STEP 01



Pick Accounts

Pick your target accounts. We recommend aligning with your sales team to get their input on target accounts. Or pull an existing account list from Salesforce.

STEP 02



Upload / Create Ads

Upload ad units from your last campaign. Don't have any? No problem. Quickly create ads using our advertising template library.

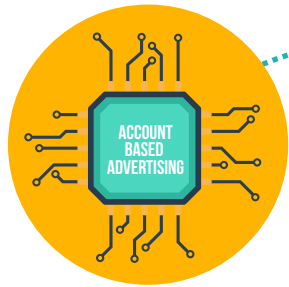
STEP 03



Review & Launch

Review your account list and ad units. Then, pick your target budget, enter a credit card, and click "Launch." Really, that's it.

RECIPE FOR SUCCESS



Technology



Testing



Tracking



Team

PRICING



QUESTIONS & NEXT STEPS



RODRIGO FUENTES
rodrigo@listenloop.com
347-744-9023



APPENDIX



- **Engage Early**

Pick your most desired accounts and deliver personalized ads to them while they browse the web

- **Increase Lead Quality**

Increase qualified leads by earning mindshare from decision-makers at strategic accounts that really move the needle for your company

- **Warm-up Target Accounts**

Deliver ads to selected accounts in advance of your phone or email outreach.

- **Focus on Great Accounts**

Spend resources on accounts that deliver better conversion rates, deal size, and strategic value.

- **Account Based Reporting**

Measure website engagement and ad impressions per account. Pass that info to sales so they can focus on hot accounts.

- **Drip Personalized Ads**

Deliver a sequence of tailored ads for each account based on job titles, industries, and buying signals

- **Stay Top of Mind**

Ensure your brand outshines the competition throughout the sales cycle with mid-funnel nurturing campaigns for key accounts

- **Magnify Your Branding**

Get recognition from accounts that matter with highly targeted ads that make you look bigger than you are.

- **Jumpstart an ABM Strategy**

Take your first step into ABM with ads before coordinating calls and emails so that your leads and accounts are primed for the overall campaign.

- **Align Sales & Marketing**

Get your next **high five** from sales when your targeted ad campaign helps them book a meeting with a hard-to-get account.