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COMPETITIVE RESPONSE

1105 Media Approaches Predictive ABM Through Proplyts

By offering predictive ABM, 1105 Media adds to its arsenal of media, marketing, events, and data services, and helps marketers identify and target in-market buyers as early as possible in the buyer journey.

Important Details

In June 1105 Media Inc. launched a new predictive account-based marketing (ABM) company, Proplyts. The sixth company in 1105 Media's portfolio, Proplyts emerged after 12 months in development and 6 months in a limited customer beta. 1105 Media invested in data scientists, cloud system engineers, product marketers, and algorithm experts to help develop the predictive ABM platform that sits at the core of the company. The company also built out ad network and marketing services offerings, resulting in a one-stop shop service.

To increase marketing engagement today, most B2B marketers target companies by using data from company information providers. They reach out to them through their marketing campaigns, and if they engage, marketers then nurture this list of top-of-the-funnel names. They must also nurture them as they move down the funnel and progress through the customer journey. Some companies do well with lead generation, while some struggle with their lead management process. Predictive ABM emphasizes building relationships with targeted contacts at accounts over lead generation (see Report, [Account-Based Marketing Takes B2B Media Beyond Lead Generation](#), July 25, 2016)

[Outsell's 2017 Advertising and Marketing Study: B2B Advertising](#) found that increasing leads for the sales organization is the second highest marketing objective among B2B marketers this year, behind reaching new customer segments. Fifty-one percent feel that engaging with the right prospects at the right time is still a top marketing issue. Tools to produce, prequalify, score, and nurture leads before sales reaches out also ranked high on the list of most important services needed.

Proplyts is a pre-funnel approach that addresses these issues and needs through its predictive ABM solution. Its patent pending algorithm looks at past behavior to create a future prediction that leads to a purchase, calculating a purchase likelihood percentage.

How Proplyts works:

- It ingests content-consumption behavior from data providers such as Bombora, a leader in B2B intent data.
- The foundation of the predictive solution is a machine-learning algorithm that measures user "intensity" across thousands of B2B sites.
- It sifts through several years of historical data, billions of monthly page views, and the reading activity of millions of potential buyers from thousands of sites in the network.

- The algorithm then predicts early stage buyers and delivers the contact information of all available decisions makers, influencers, and stakeholders from that company who are likely to be involved in the purchase decision in a specific solution category.
- Customers also have an option to engage in Prophyt's ad network, as well as a robust marketing services offering targeting the predicted companies for nurturing purposes, thus creating a one-stop shop solution for sales and marketing professionals.

Prophyt's hopes to generate more pre-funnel activity from targeted accounts through its efforts. As output, predictive ABM gives clients a list of named accounts to target, including geographic locations, domains, contacts, titles, e-mail addresses, and phone numbers. The company also developed over 70 B2B solution categories that customers can map their focus to, such as network security, data virtualization, and geospatial analytics. New solution categories can ramp in 7 to 10 business days. More than 70 B2B solution categories are available to which customers can map their focus. And new solution categories can be added in seven to 10 business days.

Subscriptions are available at multiple levels, including, Plus, Premier, and Enterprise month-to-month with a three-month minimum to meet the needs of any organization. Prophyt's can also provide category exclusives to customers (such as system and data migration software), and it offers an agency program for agencies working directly on behalf of their clients. Each contract comes with a guarantee of 150 net new companies delivered to the client each month or all available companies with the enterprise option.

With Prophyt's, 1105 Media adds ABM to its own efforts focused on solutions-based selling. It can now bundle predictive ABM with offerings from its other portfolio companies. This includes big data analytics from TDWI, marketing services from the O5 Group, and media and events services from 1105 Media's own media groups — Integrated Solutions Group, Public Sector Media, and Enterprise Computing Group.

Strengths

Today's ABM approach often requires a prospect to say they're interested in a brand in order for them to become a top-of-the-funnel lead and get nurtured. Through nurturing, they must receive some education in order to become a sales ready lead. In addition, the number of influencers that play a role in a purchase decision is increasing, expanding lead volume. In terms of funnel dynamics, more than three quarters of the buyer's journey is already complete before the person even reaches sales. Prophyt's identifies early-stage buyers and influencers well before they are on most customers' radar, and they quickly map them to 70 ready-to-go customer segments. This saves time, money, and precious marketing resources.

Risks

For many B2B companies, ABM often requires an organizational change in thinking. It is also a strategy more comfortable for sales than marketing. It requires that marketing departments answer more directly to sales, adopt new tools, learn new skills, and recreate resources with an ABM strategy in mind. ABM is also often expensive to implement, in terms of the integration, implementation, and training costs required for marketing staff making the shift. In Outsell's 2017 Advertising and Marketing Study: B2B Advertising, we found that more than two-thirds of marketers at larger companies believe that they and their marketing vendors are ready for ABM. Marketers at smaller companies are far less prepared.

With a low entry price point, Prophyt's may feel more of an impact from the small and mid-market's lack of preparedness for ABM. Within larger companies the company will compete more directly with solutions from Demandbase, Madison Logic, the two heavyweights in the enterprise ABM space.

Analyst Ranking: Positive

Interest in ABM continues to grow, especially within large B2B enterprises. 1105 Media through Proplyts is taking the right steps to address the growing demand for ABM, in offering predictive ABM to increase both the volume and quality of leads at the top of the funnel and identify buyers much early in the buyer journey. Proplyts also offers a low entry price point for small and mid-market companies when they are ready to shift their ABM strategy into gear.

Recommended Competitor Actions

Competitors in the enterprise ABM space like Demandbase and Madison Logic won't likely compete head-to-head with Proplyts initially, unless they decide to target the mid-market at some point. Demandbase in particular uses AI in its B2B Marketing Cloud to deliver personalized ABM services. It offers advertising, marketing, sales and analytics solutions to top B2B brands, integrating into enterprise marketing clouds from Adobe, SAP, Oracle, and Salesforce. Madison Logic's Activate ABM platform has similar focus and integrations. Smaller competitors in the ABM space like Bizible, Engagio, and Terminus will need to evolve from offering a rich set of inward looking ABM tools for marketers, to ones like Proplyts that leverage AI and the data from thousands of partners to predict future behavior and increase lead volume and lead quality.

Recommended Vendor Actions

The one missing area that Outsell sees in Proplyts' solution is social. The company's founders don't believe that B2B companies do social right. In Outsell's 2017 Advertising and Marketing Study we saw effectiveness scores for Facebook, YouTube, and Twitter rise among B2B marketers this year. They have become the top social media platforms among Millennial B2B marketers, surpassing LinkedIn. Among the named account information that Proplyts provides back to B2B marketers, social addresses are noticeably missing.

Proplyts' approach offers an end-to-end solution for B2B marketers as they scale their ABM efforts. It allows them to add on ad network access and marketing services when they need it. To go after larger companies and agencies, and scale revenue, Proplyts will need to offer more self-service.

Recommended Customer Actions

For companies looking to jump-start their ABM efforts, 1105 Media through Proplyts offers a low-entry price point and a solution that increases in price as they add more domains. B2B marketers implementing ABM need to evaluate the many ABM solutions that have emerged this past year and pick the one that best scales with them. Larger enterprises already implementing ABM through platforms like Demandbase and Madison Logic will likely find switching costs too prohibitive.

Outsell's Bottom Line

Proplyts to help marketers identify buyers early and reach them before they self-identify as a lead. This enables marketers to target them as early as possible in the buyer journey. By providing early stage buyers and influencers, targeting services, ready-to-go segmentation, and an ad network and marketing services, Proplyts delivers a true end-to-end solution for B2B marketers.

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