



METIS
COMMUNICATIONS
Agents of Influence™

CASE STUDY

Crowning the new king of ABM

Challenge

As it entered the increasingly crowded account-based marketing (ABM) landscape, Avention set one goal for itself: rule the space. To help the company earn the keys to the ABM castle, Metis helped Avention clarify its market positioning, built awareness of its ABM capabilities, grew the CEO's profile among industry influencers and highlighted third-party validation for Avention's position as the most effective provider of data and account insights. A rolling thunder of media coverage, supported by content and social media programs, led to Avention's ABM coronation.



Company: Provider of data for business insights, acquired by Dun & Bradstreet

Industry: Marketing technology

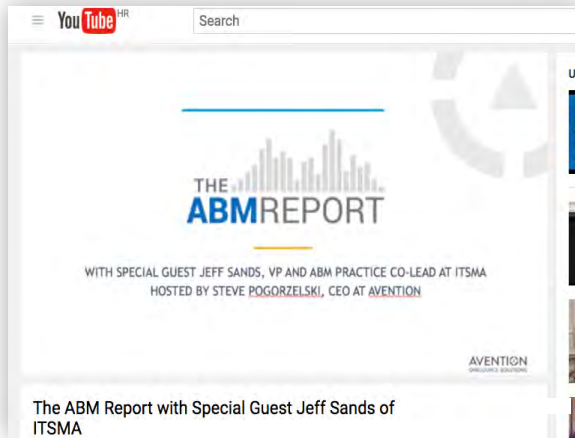
Location: Concord, Mass.

Website: www.vention.com

“At every turn, Metis delivered creative ideas and concrete results. We set an aggressive business goal, and Metis rose to the challenge.”

– Cari Zoch, senior manager, brand communications, Dun & Bradstreet

Highlighted campaign examples



Results



Press coverage reached
25 million
 potential readers



Launched CEO to top
6%
 of social media profile views among peers



Owned largest share of voice in its market at
37%



Exceeded social media traffic referral goal by
134%