CASE STUDY

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IBM Teams Up with CXO TV for Intent-Based ABM Program, Revolutionizing Modern Hospital Care with AI-Powered Watson Solutions

Executive summary

IBM Watson collaborated with the prominent marketing technology firm Techplus Media to in securing Apollo hospital account. Through CXO TV under its Health Technology team, a robust marketing and communications strategy was developed, leveraging data-driven decision-making to attract and filter high-quality leads, ultimately leading to purchase decisions. The three-pronged intent-based marketing campaign utilized advanced analytics platforms to connect relevant customers with IBM, fostering a sustainable and profitable relationship. By employing the TOFU, MOFU, and BOFU approach, the team successfully identified and cultivated high-quality leads, resulting in a successful turnout for webinars and face-to-face round table discussions. This comprehensive marketing effort involved meticulous planning, collaborative teamwork, custom content for various stakeholders within Apollo, and data analytics to generate high-quality leads throughout the customer journey, from intent to awareness, consideration, and purchase decision. As a result, the campaign yielded over 30 high-quality leads, engaged 22 decision-makers, and influenced 63 IT influencers at Apollo Hospital, all expressing interest in adopting Watson for Oncology & Watson for Genomics within the 9-12 month implementation timeframe, along with 5 advanced-stage purchase decisions.

Today's healthcare industry is undergoing rapid change. Healthcare institutes are grappling with evolving customer behavior and heightened patient expectations in an increasingly digital world, all while navigating a challenging macroeconomic environment. Hospitals are encountering difficulties in delivering top-notch cancer care

Business need

IBM, a leading solutions integrator, provides technology and expertise to offer infrastructure, software, and consulting services. With a focus on digital transformation, the Armonk, New York-based company has been a trusted partner in the healthcare industry for decades. IBM's solutions address the challenges of modern hospitals by harnessing the power of artificial intelligence. By utilizing efficient, data-driven insights, hospitals can enhance evidence-based care, allowing physicians to dedicate more time to patients and offer better support for cancer care.In line with this mission, the company sought an expert

partner to develop and implement a marketing campaign aimed at influencing the ITDM community within Apollo Hospital and sparking interest in adopting Watcon for Oncology within a timeframe of 9-12 months.

Business solution

As the leading new-age and disruptive B2B media and marketing technology company, Techplus Media offered to design and drive the campaign with its deep expertise in intent-based and ABM marketing. The company leverages the deep connect of CXO TV & LeadXchange. ai among the CXOs and IT decision-makers (ITDM) community to offer lead generation services through state-of-the-art analytics platforms to match clients with relevant customers for a mutually sustainable and profi table relationship. CXO TV team came up with a three-pronged plan for an

intentbased marketing campaign to help IBM expand its reach under ABM program in Apollo Hospital . The initial stage involved gathering client expectations, identifying the target group, and accumulating intent data through the Top of the Funnel (TOFU) approach of capturing leads. The second stage involved lead nurturing under the Middle of the Funnel (MOFU) approach to align warm leads and persuade influencers. The fi nal stage included funneling down to high-quality leads and arranging face-to-face interactions with the IT decision-makers to enable purchase decisions under the Bottom of the Funnel (BOFU) approach

TOFU stage

The project started with the CXO TV Team obtaining an end-to-end understanding of IBM's suite of services and USPs. The intent-based marketing

campaign began with the identifi cation of ITDMs and influencers from the targeted at Apollo Hopsital. The team created an elaborate list of over 600 profi les from Apollo Hospital. The relevant profi les included CIO, CIO-1, CIO-2, and data and AI leaders/ managers.

The TOFU stage included the following crucial steps:
- Creating relevant content targeting a focused group of influencers
- Identifying four key areas of focus/ data challenges: o Data integration o Data governance & privacy o Customer 360 o MLoPs & trustworthy AI
- Creating a microsite to capture/track customer interest and intent
- Sending customized eMailers/ EDMs to the focused group to drive microsite traffic
- Social media promotions for added traffi c on the microsite

- Getting a minimum commitment of 500 visitors on the microsite • Integrating tools to track and analyze user journeys/activities on the microsite.

MOFU stage

The second phase of the project started with analyzing the intent data of the visitors on the microsite in terms of their content consumption, interests, time spent, and gated content downloads. The activity enabled us to identify the topic that gathered the highest customer interest as well as to identify more qualified leads that may be further pruned to convert them into high-quality leads.

The MOFU stage included the following crucial steps:
- Identifying quality leads through tools to track and analyze customer journeys on the microsite
- Filtering key influencers to be invited for the webinar
- Deciding the topic of the webinar based on the highest customer interest in four key focus areas. 'Data Integration' gathered the highest customer interest with 73% gated asset downloads
- Developing comprehensive marketing and communications strategy for the audience acquisition
- Framing the brief and agenda of the webinar • Designing creative/collaterals to invite the audience to the webinar
- Sending invitation eMailers/EDMs to the identifi ed quality leads for the webinar
- Creating a registration page to capture online registrations

- Telephonic and mail follow-ups to reconfi rm attendance
- Setting up and conducting the webinar on Zoom
- Gathering a minimum commitment of 50 delegates to the webinar
- Capturing customer pain points and requirements through polls during the webinar
- Addressing customer queries during the webinar
- Sending 'Thank You' mailers to gather customer interest and feedback on the webinar

BOFU stage

The fi nal phase commenced with fi ltering down quality leads into highquality leads by analyzing customer interest and queries gathered in the webinar. The focus at this stage was to identify top ITDMs (CIO/CIO-1) from the interested organizations and to invite them to a closed-door faceto-face round table to further discuss their data challenges and address their queries around Cancer Patient care .

The BOFU stage included the following crucial steps:
- Identifying ITDMs (CIO/CIO-1) from the quality leads • Developing comprehensive marketing and communications strategy for the audience acquisition
- Finalizing venue, menu, and gifts for ITDMs for the round table in Chennai , Delhi ,Mumbai
- Framing the topic, brief, and agenda of the round table
- Designing creative/collaterals to invite ITDMs for the face-to-face round table

- Sending invitation eMailers/EDMs to identifi ed ITDMs
- Creating a registration page to capture registrations
- Telephonic and mail follow-ups to reconfi rm attendance
- Designing and printing of on-ground collaterals like podium, backdrop, standees, registration desk, TV vertical mount, etc
- Gathering a minimum commitment of 12 delegates to the round table at each location

Business benefits

The intent-based marketing campaign, in collaboration with Techplus Media (CXO TV), achieved remarkable results for IBM by raising awareness, identifying high-quality leads, and influencing purchase decisions in favor of its Watson solution. By adopting a consultative approach to address customer inquiries, the campaign successfully captured the attention of ITDMs across Apollo Hospitals.During the initial phase (TOFU), the campaign not only curated a comprehensive list of over 600 profiles from Apollo Hospital ITDM but also designed a compelling microsite, attracting over 600 visitors, surpassing the initial target of 500. In the subsequent phase (MOFU), the aggressive campaign secured more than 110 confirmations to attend the webinar, with over 55 delegates in attendance, exceeding the minimum commitment of 50. Notably, the webinar saw over 40 delegates expressing keen interest in the Watson Cancer care solution through polls and feedback forms. In the final stage (BOFU), the face-to-face round table exceeded expectations by hosting 12 high-potential customers (CIO/CIO-1 level) instead of the expected 8-10 delegates. This round table session resulted in a strong intent to purchase or advanced stage of purchase decisions within the 9-12 months timeframe.

The success of this collaboration underscores the effectiveness of intent-based marketing in driving tangible business outcomes for IBM's Watson solution.