

Delivering a High
Win-Rate through
Interactive Content:
Basware

The 'basware' logo is positioned in the bottom left corner. It consists of the word 'basware' in a white, lowercase, sans-serif font, set against a solid blue rectangular background.



DELIVERING A HIGH WIN-RATE THROUGH INTERACTIVE CONTENT: BASWARE

Basware is a global procure-to-pay invoicing solution that empowers businesses with 100% spend visibility and data capture. Its cloud-based technology enables organizations to fully manage their spend, mitigate risks, and reduce the cost of operations. Basware is the world's largest open business network and open technology ecosystem that is uniquely positioned to deliver visible commerce.

Basware's solution provides customers with complete transparency into all flows of money, goods and services. The company has offices in 14 countries and is traded on the Helsinki exchange.



THE CHALLENGE

Basware facilitates millions of transactions every day for Fortune 500 companies such as ABB, ArcelorMittal, and DHL among many others. The company was looking to expand its footprint in the Benelux (Belgium, Netherlands, and Luxemburg) region and gain access to even more finance decision makers.

In a world of complex business needs, it is vital for companies such as Basware to communicate the scope and strength of their product offerings to their clients. This is especially important when operating in such a highly competitive marketplace.

Basware was looking to gain access to finance leaders of companies with an annual turnover of more than \$500 million. The company had already run a few content syndication programs with other vendors but with limited success. Most vendors either lacked reach in the Benelux region or just weren't able to deliver the right kind of leads by company, job title, and contacts.

With a key focus on identifying target accounts, determining the right job titles within those accounts, and serving them with relevant content, Basware needed to build engagement and increase conversions. So, they chose a partner who already had access to decision makers in the space through media properties and highly trafficked industry specific newsletters.

THE SOLUTION

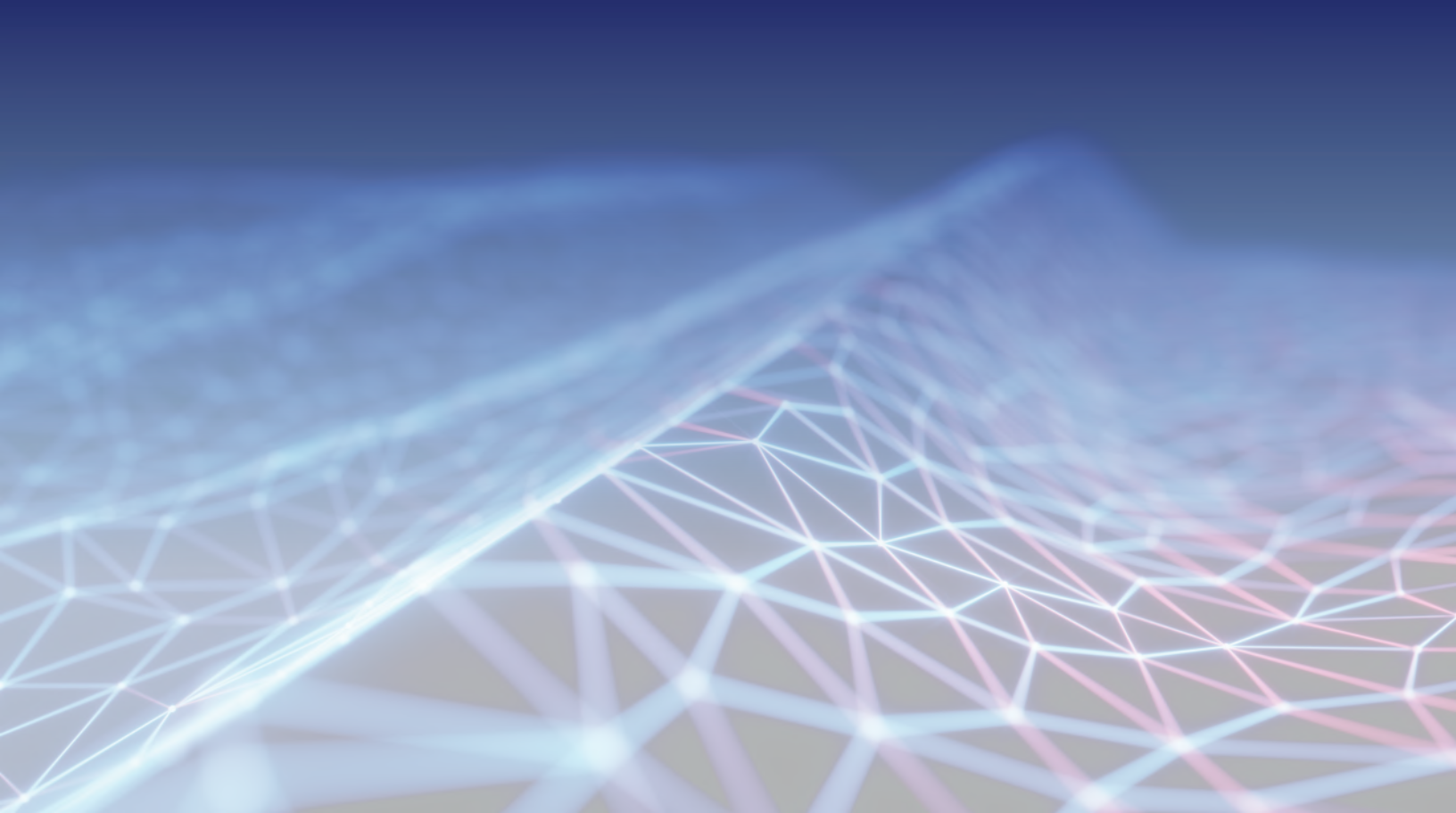
Initial discussions with Bython Media seemed encouraging and led Basware to partner with Bython on a content syndication campaign for 156 leads in the Benelux region.

Bython created a turnkey program that was tailored specifically for Basware, aimed at generating demand and boosting brand awareness of the organization.

Bython implemented a digital demand generation program that leveraged Basware's existing high-performing content and adapted it to interactive assets that were ultimately placed on multiple online platforms to facilitate downloads.

The content was also tailored for Bython's monthly audience of nearly 1 million trusted members aimed at not only building awareness, but also enriching Basware's database and driving sales.

The campaign was slated to run for six weeks between November and December 2020. However, owing to the success of the initial campaign, Basware decided to extend the campaign for an additional two weeks.



THE OUTCOME

“Bython was able to provide us with the agreed leads – all within our ideal customer profile with the correct job titles,” Sharon Sonck, Field Marketing Manager Benelux at Basware. “We followed up with our telemarketing agency to verify the leads and learned that while not everyone remembered downloading our content, they were really happy to discuss it. In fact, Bython overdelivered against the 156 leads we had agreed on – that’s a testament to the quality of the campaign we ran with them!”

Sonck also highlighted the support the company received from Bython and how it was instrumental to the success of their marketing efforts. “After the success of this campaign, we’re looking to expand our partnership with Bython and considering an ABM campaign next. We look forward to a successful ongoing collaboration.”

HOW BYTHON MEDIA CAN HELP YOU ACHIEVE YOUR MARKETING GOALS

If your company is looking to achieve similar results with demand generation, ABM or content syndication programs, [contact us by scheduling a call today](#).

Bython Media has a proven track record of helping clients drive some of the most qualified leads through omni-channel marketing strategies. We would like to the opportunity to help you do the same. Schedule a call with us today to find out how we can bring winning results to your next marketing campaign.

bython

basware

