

# Vendemore Pipeline Acceleration Case: Previa

Previas provides a wide variety of services related to work environment, employee health and organisational development. It is Sweden's largest company in its niche, with over 7000 customers and 1000 employees. Often sales processes are long and the bidding war intense. This is why Previa tried an Account Based Marketing solution to accelerate their pipeline and increase their win-rate.



“We noticed a 400% increase in visits from a potential customer with whom we had no previous relation”

Ingrid Dilot,  
Marketing Manager at Previa

## The challenge: “We can’t afford to lose strategic accounts”

Previas had an outgoing joint contract with two large Nordic companies. The two companies have over 60 000 employees and the renewal of the contract was subject to a competitive bidding process, so a win was of key strategic importance to Previa.

## The solution: Account Based Marketing

Previas went with an account based advertising solution, where employees at the two companies were directed to two different pages with carefully selected content reflecting the different needs and challenges of the two companies.

For instance, one of the companies was facing large structural reforms. The content directed at the employees of that company therefore revolved around the successful organisational development of a Swedish municipality where Previa had played a key role.

**Bättre ledarskap  
allt viktigare**

75 av 100 svarade att detta är en viktig utmaning i Previas årliga kundundersökning som bygger på svar från drygt 1000 chefer och ledare över hela landet.

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**Previas**

## The Result

Ingrid Dilot, Marketing Manager at Previa, says:

“The number of visits to our website by employees at the two companies increased by 25% and 127% during the campaign. It clearly increased the exposure of our brand and how we can help the people working in these two organizations. And in the end, we won the bidding process and signed a new long-term framework agreement.”



## Ledarskapsutveckling enade Marks Kommun

Strukturen saknades och politikerna krävde ordning och reda. Än värre var att förtroendet hos medborgarna var i botten. Det märktes att människor kände sig rättslösa och hjälplösa i relation till kommunen, säger Haleh Lindqvist, Kommunchef i Marks kommun.

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**Previa**

Previa also launched a campaign directed at one of Sweden's largest state-owned companies. The result of that campaign was even clearer.

“We noticed an increase in visits from that specific company by over 400%. In comparison a 25% increase which is really good suddenly seems little, but keep in mind that the +400% increase came from a potential customer with whom we had no previous relation.”

Although this kind of increased exposure directed at a new potential client certainly is nice, aftersales are just as important for Ingrid and her team. In particular now since the company's revenue model is based on sales after a framework agreement is already in place. Therefore, Previa needs to be constantly visible to its clients' employees.



“There are many different stages in a sales process. Selling to new clients, increasing sales to existing clients and also renegotiating outgoing contracts. In that respect an increase in visits by 25% from any client in any stage of our sales process is more than welcome.”

Learn more at [vendemore.com/account-based-marketing](https://vendemore.com/account-based-marketing)

**vendemore**  
Account Based Marketing

Vendemore provides targeted digital advertising to complex selling B2B companies to accelerate their sales pipeline, lower percentage of lost sales and to increase cross-selling and revenue from existing framework agreements. The concept is called Account Based Marketing. | Our clients are mainly large and medium sized companies with complex sales processes like Microsoft, IBM, IFS, Siemens, ABB, SAP, Oracle, Tieto, F-Secure and over 400 others in 14 different countries.