

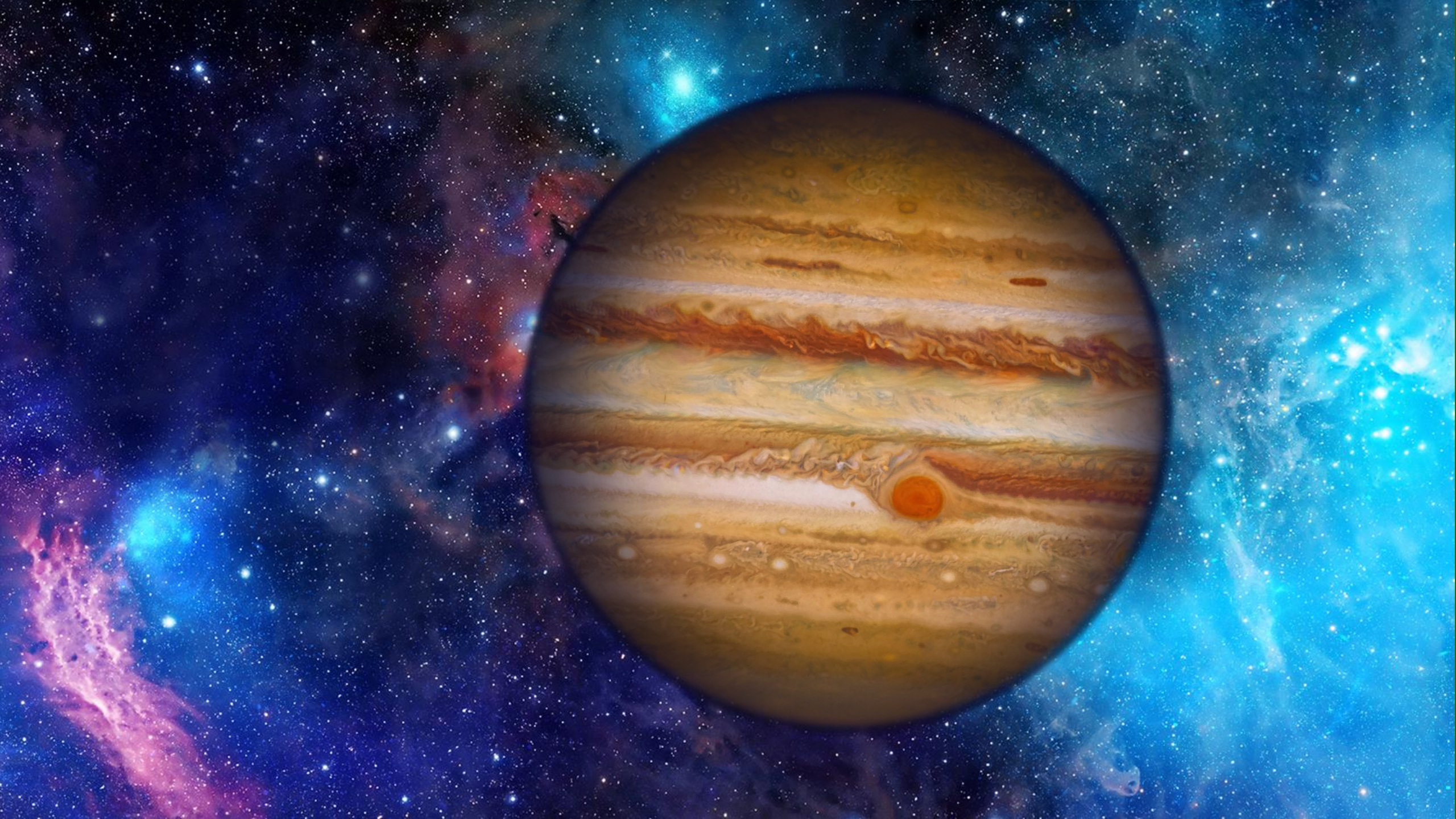
Connecting “Discontinuous” Deliverables & Datasets



Brian Cooper
Juniper Networks



Chad Mulder
Juniper Networks



HELLO
my name is...

Juniper



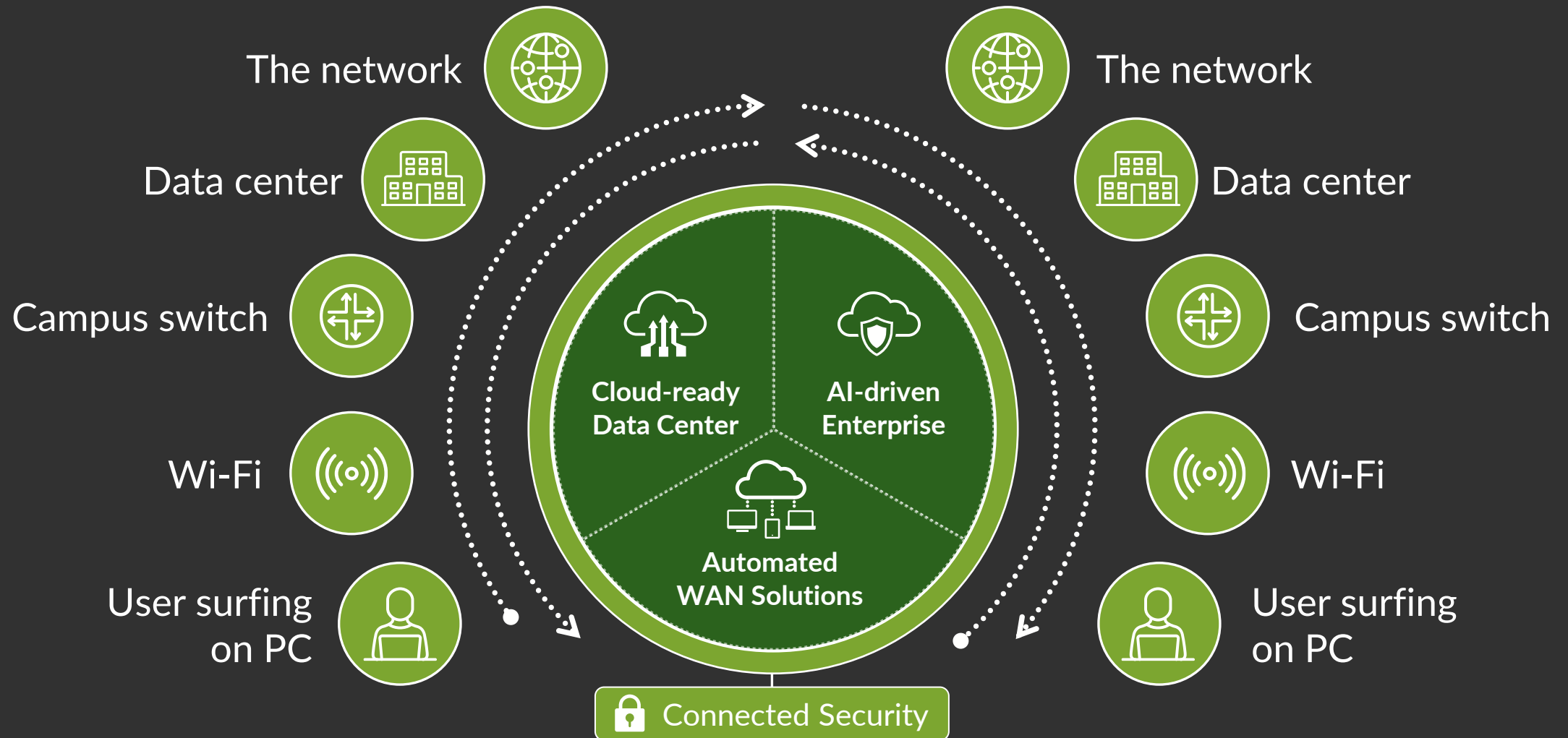
CONNECTING "DISCONTINUOUS" DELIVERABLES & DATASETS

Chad Mulder, Sr Director Brand
Brian Cooper, VP Marketing

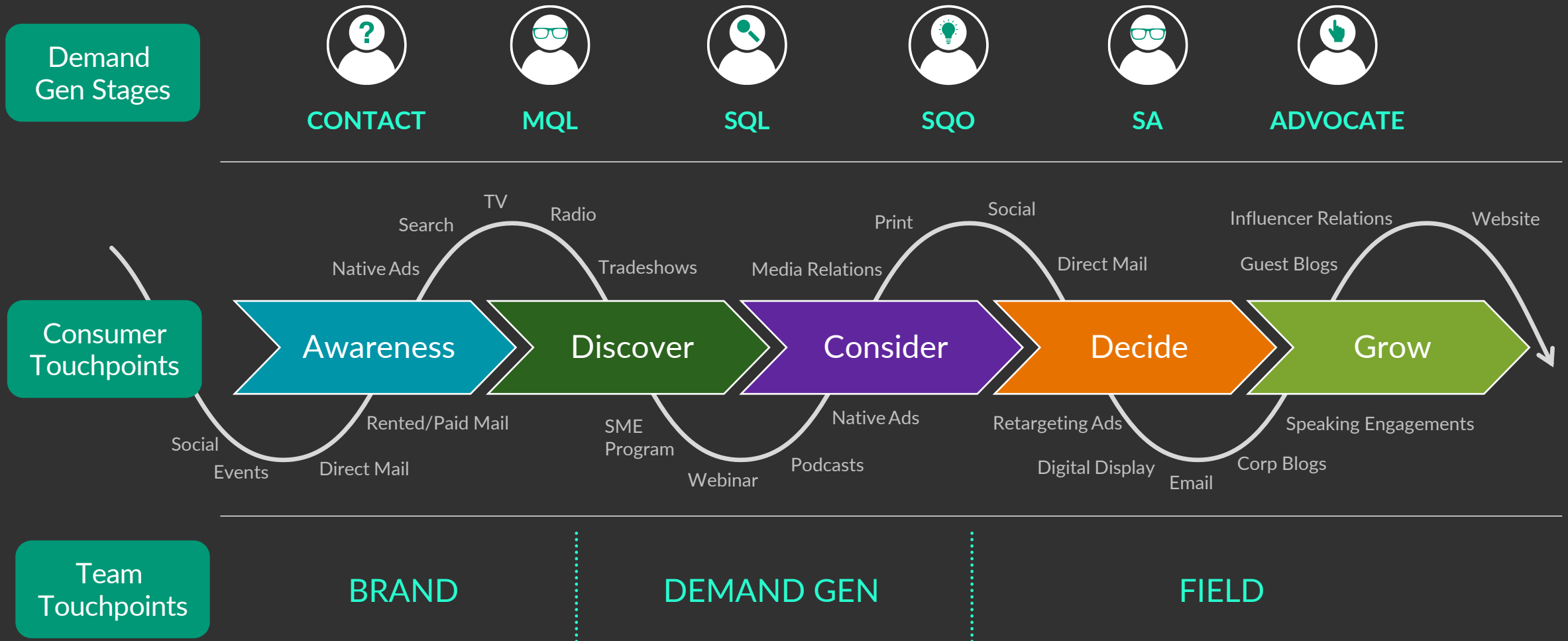
JUNIPER
NETWORKS®

Driven by
Experience™

What does Juniper sell? Follow a packet.



The B2B journey looks straight-forward

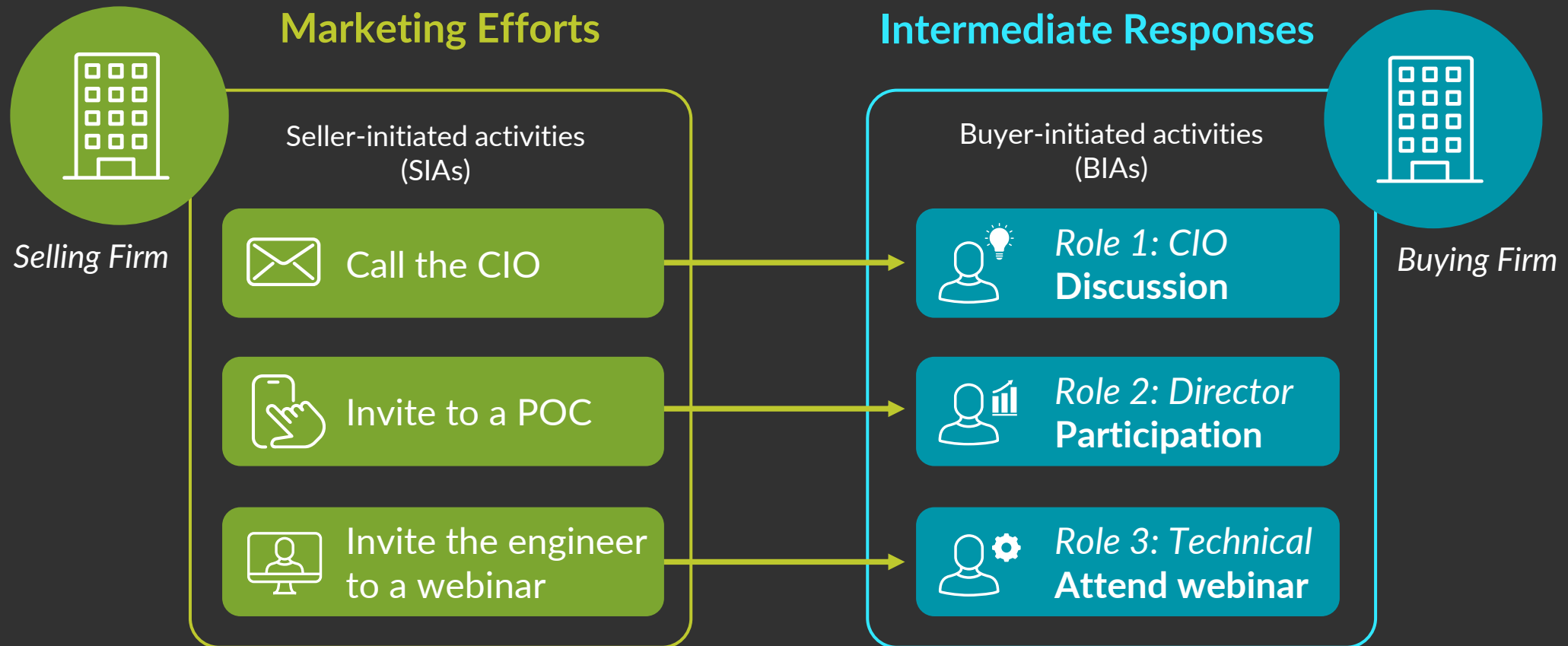


BUT THE BUYING
DECISION IS A
**GROUP
DECISION**



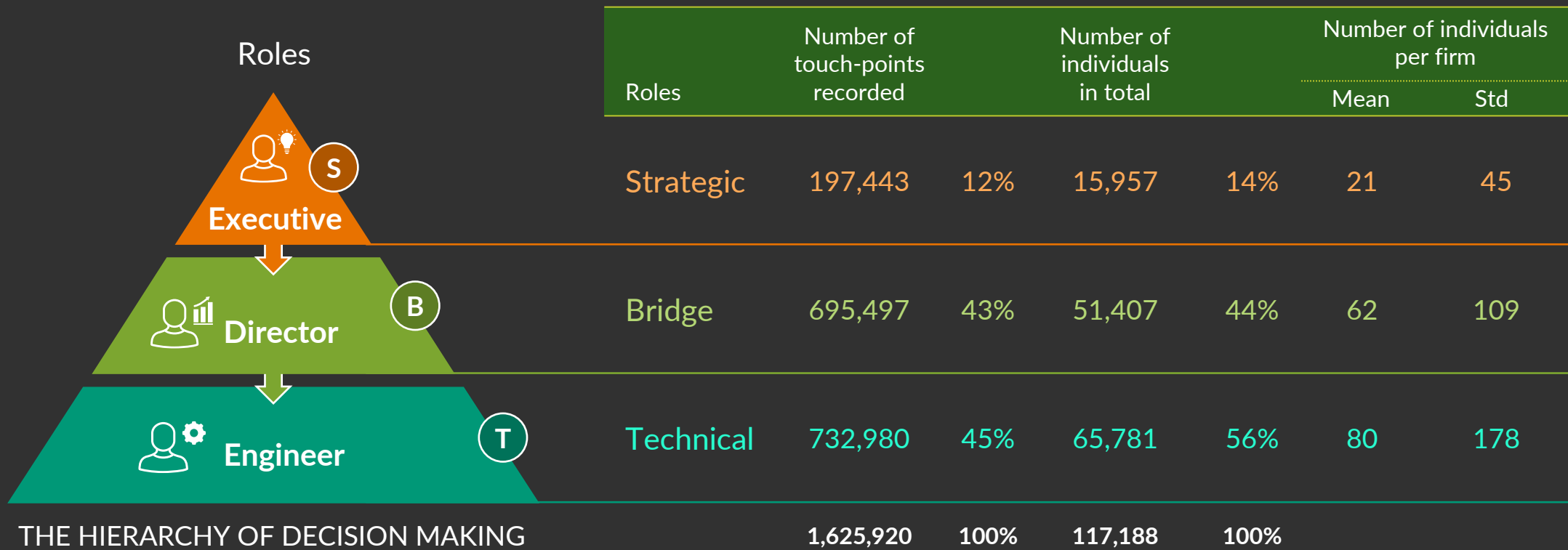
Marketing effectiveness in the presence of multiple stakeholders

Neeraj Aurora and Linge Xia



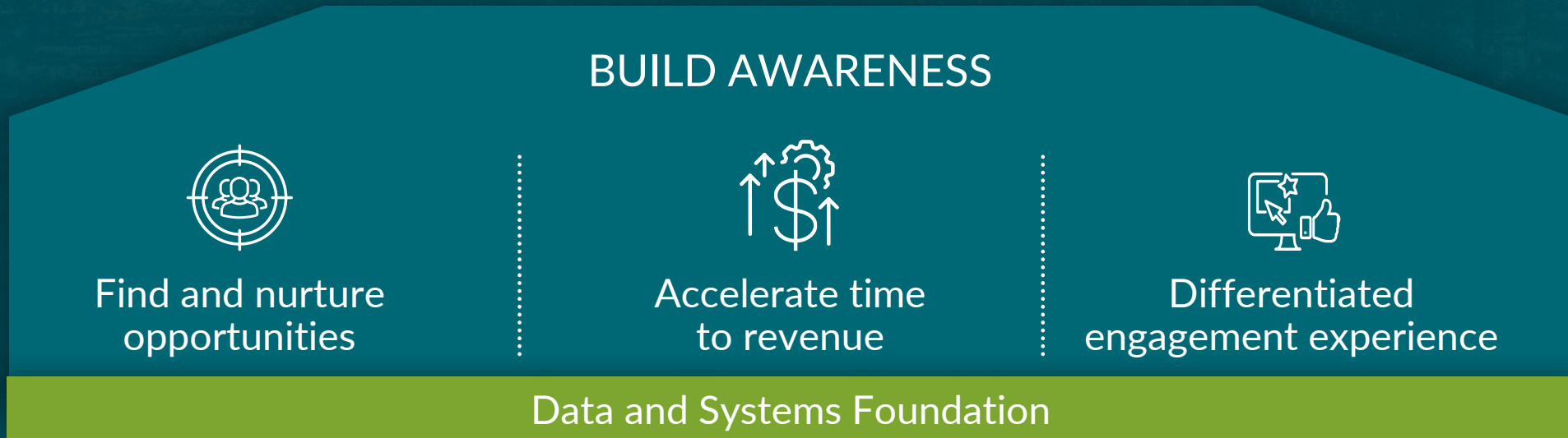
Individual Level Information

Job title, job function, and department.
Roles: Strategic (S), Bridge (B), and Technical (T).



MARKETING'S MISSION: **GROWTH**

Marketing's Revenue Growth Model



GROUNDING IN CULTURE AND EMPLOYEE GROWTH

MARKETING'S MISSION: **GROWTH**

Marketing's Revenue Growth Model



Build
awareness



Find and nurture
opportunities



Accelerate time
to revenue



Differentiated
engagement
experience

Data and Systems Foundation

GROUNDING IN CULTURE AND EMPLOYEE GROWTH

We constantly look for ways to QUANTIFY OUR MISSION



Build
awareness



BlueOcean



Find and nurture
opportunities



Pipeline



Accelerate time
to revenue



No lead left behind
reports



Differentiated
engagement
experience



ABM – tailored
experience

ALL OF THIS HAS TO BE CONNECTED TO SALES MOTIONS

VERITY



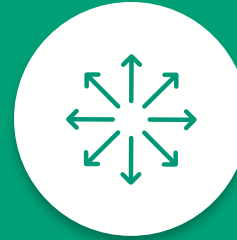
01

BRAND TO
DEMAND METRICS



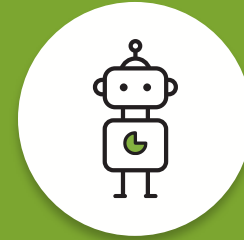
02

DEMAND
SEGMENTATIONS



03

ABM
SURROUND



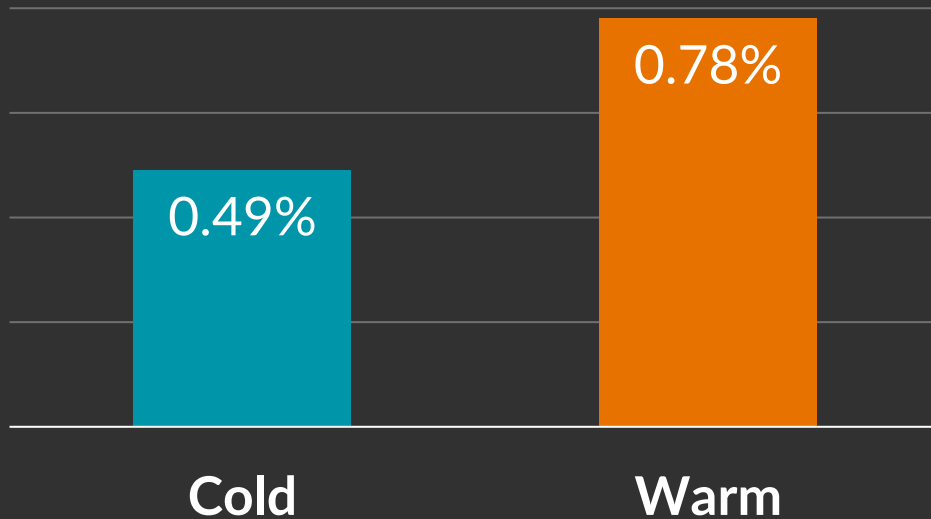
04

MARKETING
BOT

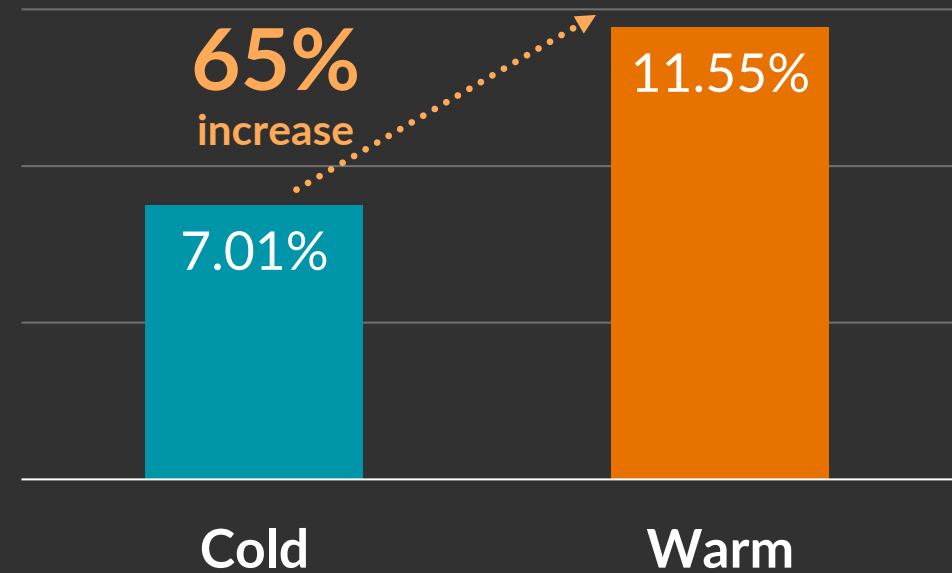


+2.3m LinkedIn audience

Increased Click-through rate



Improved lead-gen conversion





DEMAND SEGMENTATIONS

SEGMENTS



DISCOVER

- Funnel stage of prospect or inquiry or no funnel stage
 - + Campaign + Page visits
- New Inquiry within the last day
- Tradeshow low priority scans
- Content syndication leads
- List buys
- Has not been in a nurture program within the last 6 months



CONSIDERATION (+Turnback)

- Funnel stage of MQL + TQL + reject
 - + Campaign + Page visits
- Optional inclusion: LinkedIn retargeting, minimal forms
- P1 tradeshow leads (demos, attended a session, etc.)
- Field event and webinar event attendance
- Has gone through awareness nurture in the last 6 months
- Sales stage = rejected, rejected reasons



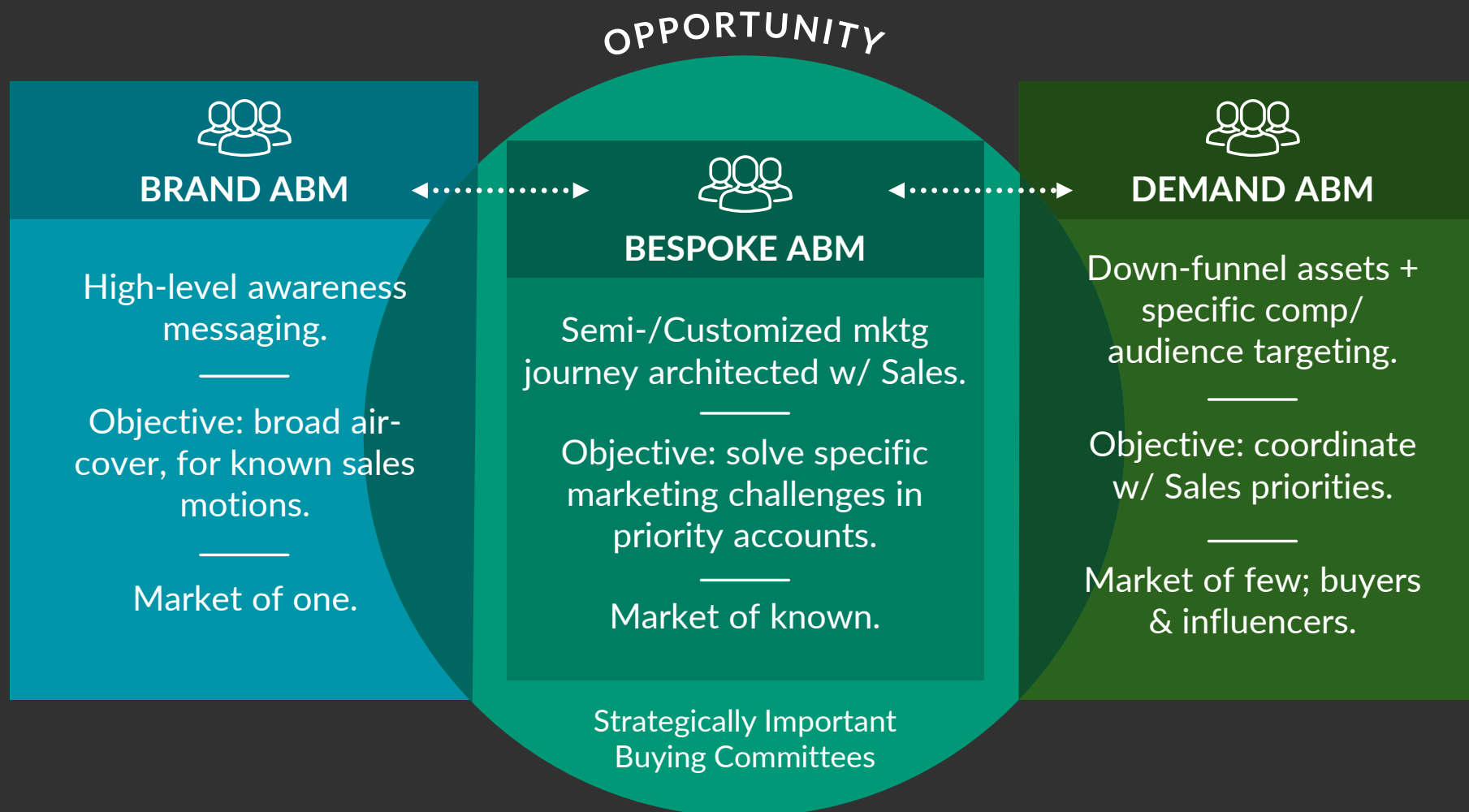
DECIDE

- Funnel stage = SQL +30 days, but remove at SQO
- Has attended a demo in last month
- Has downloaded a trial in last 3 months
- Has filled out a form for a decision asset (to be determined by CM)

ACTIVE Wired & Wireless Demo Targets - AGB		
5,252 contacts 11/3/2022 11:53 AM		
<input checked="" type="checkbox"/>	Employees No description provided	25,106 excluded
<input checked="" type="checkbox"/>	Partners No description provided	3,858 excluded
<input checked="" type="checkbox"/>	Partner Lead No description provided	6,654 excluded
<input checked="" type="checkbox"/>	Approved Partners No description provided	75,842 excluded
<input checked="" type="checkbox"/>	Lead Status + Campaign + Cli... Prospects, Junk, Rejected	3,703 included
<input checked="" type="checkbox"/>	Lead Funnel SAL	8,334 excluded
<input checked="" type="checkbox"/>	Page Visits No description provided	3,506 included
<input checked="" type="checkbox"/>	Visited W&W Demo Page TEST No description provided	15 included
<input checked="" type="checkbox"/>	Demo in Last 6 Months No description provided	900 excluded



ABM SURROUND





ABM SURROUND

1H 2023 Pilot Test



NOMINATE: Sales submit via online form



SCOPE: Mktg Challenge, Opportunity, Competition



DEPLOY: Creative & Media, Data Requirements



MEASURE: Salesforce + Diagnostic + Anecdotal



MARKETING BOT

Buying signals

Topic areas & competitors that accounts are researching:
“Which accounts should I target now, and how?”

Product insights

Contract expirations of existing Juniper products & account-level intelligence on competitor products installed:
“Which accounts can I engage with that have expiring contracts or EOL products?”



The Marketing Bot

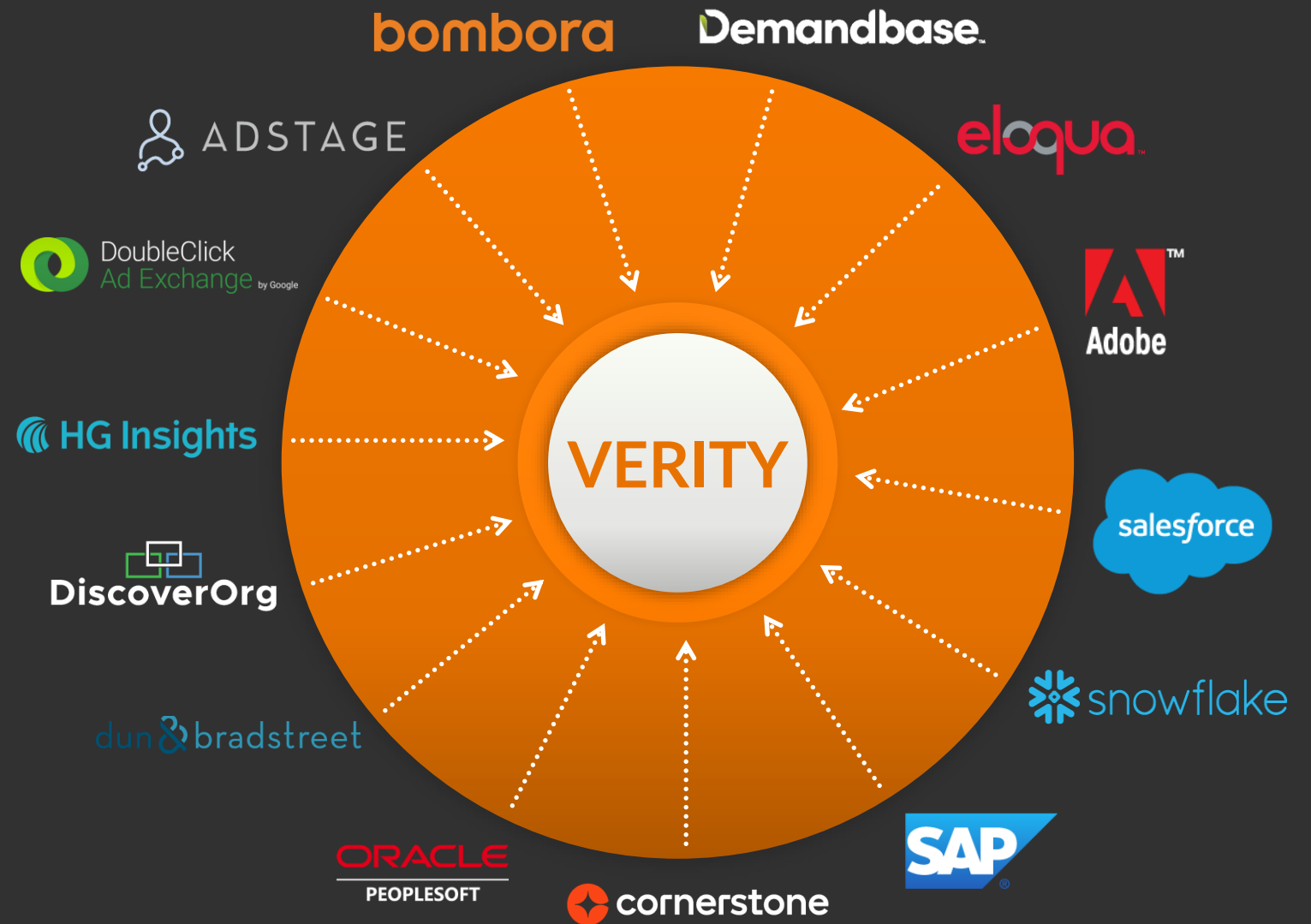
Leads

Insight into leads and their status in the sales funnel:
“How should I engage with leads for my account?”

Contact activity

Contact-level intelligence on how individuals are engaging with Juniper (e.g., pages viewed, webinar registrations, campaign responses):
“Who should I reach out to (from new and existing accounts), and how?”

A Connected Data System



What are the organization enablers for this model?



Blurring of lines
between teams



White boarding
2023 investment
strategy



Executive buy-in



THANK YOU

JUNIPER
NETWORKS

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Experience™