

ABM Portfolio

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ABOUT ZELITE

- We are a 10+ years old organisation having development centre in Pune, India and regional presence in UAE
- Zelite is an enterprise software solutions and a specialised research services company with Global Delivery capabilities
- World-wide clientele base
 - Our clientele base includes clients from Fin-tech, e-commerce, OEM's, Oil & Gas, Technology, Advertising and Media industry

ABOUT ZELITE

Account Based Marketing Services

We help you identify Target Accounts that represents the best fit for your products or services!

Define	We provide companies' strategic business objectives to outline a blueprint of your Ideal Customer Profile (ICP)
Identify	We help you with actionable insights allowing you to focus only on high-value accounts that can convert into your customers
Build	We help you build the desired ABM list of high-value accounts
Expand	We help you to discover Account/Key Decision Makers and influencers with key contact discovery (key contact roles)

OUR CLIENTS

Few of our clients' whom we work with



CASE STUDY (1)

- **About Client:** The client is a UK based fin-tech company offering technology platform to collect both recurring and one-off payments directly from customers' bank accounts without the need of cards. The client is top 3 Fin-tech companies in the UK
- **Industry:** Fin-tech (Payment Processing)
- **The Need:** The client wanted to us to define and identify their ICP to position their subscription platform to various government regulated entities in retail segment within the target region of UK, France, Spain and AU. These entities should have a need of recurring billing cycle. Further they wanted us to build their target accounts as per the agreed criteria

CASE STUDY (1) (CONT..)

- **Solution:** Zelite helped the client to define their ICP which included utility companies those are regulated by the government bodies.
- The Utility companies dealing into B2C / retail market comprised of Energy Suppliers providing Gas and/or electricity
- **ICP**
 - **Inclusions:** Companies which supply energy to (Gas and/or Electricity) directly to the end users (household or companies) where there is a recurring billing cycle based on the consumption.
 - **Exclusions:** Companies that produce, extract, manage network infrastructure and/or trade energy unless they also sell energy to the end users.

CASE STUDY (1) (CONT..)

- **Target Accounts:** Zelite helped the client to build a unique target account list as per the agreed ICP criteria.
 - **Data Points:** the following datapoint were sourced
 - Company Legal Name
 - Trading Name
 - Type of Supply
 - Year of establishment
 - Annual Revenue
 - **Existing Payment provider**
 - Address
 - Website

CASE STUDY (1) (CONT..)

- **Target Contacts:** Once the target accounts were identified Zelite helped the client to build a list of target contacts with their contact details (decision makers and influencers)

CASE STUDY (2)

- **About Client:** The client is a UK based fin-tech company offering technology platform to collect both recurring and one-off payments directly from customers' bank accounts without the need of cards. The client is top 3 Fin-tech companies in the UK
- **Industry:** Fin-tech (Payment Processing)
- **The Need:** The client wanted to us to
 - Define and identify ICP to position their payment & subscription platform to various businesses dealing into (S/H/W Products and Services) within the target region of US
 - Further they wanted us to build their target accounts as per the agreed criteria

CASE STUDY (2) (CONT..)

- **Solution:** Zelite helped the client to define their ICP which included US companies dealing into IT products & services
- **Target Audience:** Companies into SaaS, Product Development, Cloud Hosting Providers, Hardware Providers (OEM's & Large retailers)
- **ICP**
 - **Inclusions:** Companies which provides IT Products & Services directly to the end users (B2C or B2B) and *they allow online purchase through their own website*
 - **Exclusions:** Companies that *doesn't allow* purchases through their own website

CASE STUDY (2) (CONT..)

- **Target Accounts:** Zelite provided a report of target accounts (3000) with the following data insights
 - Does the company have self-serve checkout?
 - Do they have a European checkout option?
 - Do they have a US checkout option?
 - Identify the existing payments offered at time of check out examples (Wire / Bank Transfer, Cash, Cheques, Credit Cards, Debit Cards, Direct Debit, PayPal / Digital Wallets, Standing Orders, Others)

CASE STUDY (3)

- **About Client:** The client is a UK based fin-tech company offering white-label platform which connects lenders, retailers and channel partners at the point of sale
- **Industry:** Fin-tech (Finance Platform)
- **The Need:** The client wanted to us to
 - Define and identify TAM & ICP to position their finance platform to various institutions across EU (wherein they can offer their finance platform for lending)
 - Identify Unsecured lending value across EU (Lending market)
 - Further they wanted us to build their target accounts as per the agreed criteria

CASE STUDY (3) (CONT..)

- **Solution:** Zelite helped the client to define TAM & ICP which included EU Financial Institutions
 - **Target Audience:** Financial Institutions (Bank, Neo Bank, Specialist Lenders)
 - **TAM**
 - FI having Unsecured lending value of >GBP 50m
 - FI having Merchant distribution channel
 - EU Regions (major 10 countries)

CASE STUDY (3) (CONT..)

- ICP

- **Inclusions:**

- The bank operates in multiple geographies (i.e. bank is a multinational bank operating in different countries: 1+)
- Bank lends to consumers (i.e. bank provides consumer lending as one of their offerings)
- The bank has unsecured consumer lending of value >£50m per annum (*equivalent to US\$ 65m per annum*)
- The bank has a merchant distribution channel (i.e. they have a customer base made up of retailers/merchants)
- The bank currently has a Retail Finance solution in place that they make available to their merchant customers

CASE STUDY (3) (CONT..)

- **Target Accounts:** Zelite provided a report of target accounts with the following data insights
 - Institution Name
 - Type of Institution
 - Revenue
 - Unsecured Lending
 - No of countries operating in
 - Merchant distribution channel
 - Has a Retail Finance solution?
 - Platform Details

THANK YOU

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