



Account-Based Program of the Year

An organization or team that has built and executed account-centric programs with proven success. Their work has become best practice in how the organization approaches their account-based go-to-market motion through strategy, process, implementation, and analytics.

THE WINNER



The Challenge

Meltwater's go-to-market motion suffered from a major disconnect between lead and account management. Inbound leads were treated as isolated records rather than part of a larger account. This caused significant inefficiencies and led to a fragmented customer experience. The manual process for routing these leads was inconsistent and prone to human error, leading to high-value, enterprise-level leads being misrouted to local reps instead of the correct global account owner.

Additionally, Meltwater lacked an efficient way to act on inbound intent data for "floating" or unowned accounts. This was a critical missed opportunity for their account-based marketing strategy. The lack of automation and a single source of truth for account ownership created friction between sales teams and slowed down response times for new prospects.

The Operational Approach

To address these challenges, Meltwater launched an initiative to build a robust, automated infrastructure to support its global go-to-market motion. The team started by centralizing its lead-to-account matching and routing in LeanData. This new system created a single, authoritative view of every account and contact, which enabled them to connect all inbound and intent data to the correct owner.

The team also implemented a new process for handling leads with no account owner. Using LeanData, they designed a round-robin system that automatically routed these contacts to a specialized sales team. This ensured that no high-value intent signals were lost. The project also included the creation of new Slack notification channels for each selling area, which provided real-time accountability while reinforcing their account-based strategy. This new, automated infrastructure not only improved efficiency but also enforced data hygiene and built trust in the new system.

Operational Results

By transforming its lead-to-account framework, Meltwater built a scalable, data-driven engine that drove significant business outcomes. The new infrastructure helped align its entire go-to-market organization and improve overall funnel efficiency.

- Successfully routed 1,200 happy ex-users identified by UserGems to the sales team, monetizing a previously un-actioned data stream
- Merged 6,023 leads and assigned 3,800 accounts, ensuring proper account linkage and team ownership
- Drove real-time accountability by instilling a speed-to-lead mindset with sales and enforcing SLAs to ensure timely action by the right team member
- Built a best-in-class automated infrastructure to support its global go-to-market motion

"By automating our lead-to-account matching and routing, we eliminated errors and built trust across global sales teams. This infrastructure not only improved efficiency but also turned previously untapped intent signals into real opportunities."

Abigail Vickers, Revenue Operations Manager, Meltwater