



Amdocs and Microsoft build sales pipeline with an omnichannel ABM and sales activation campaign

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Summary

Amdocs and Microsoft needed to create industry awareness and build a pipeline of qualified, co-sell-ready leads within the highly competitive telecom and communication service provider (CSP) market. They partnered with Merit Mile to design and execute a global **omnichannel Account-Based Marketing (ABM) campaign** around their newly co-developed Amdocs Customer Engagement Platform and generate momentum around Mobile World Congress and DTW25-Ignite. The campaign's measurable success demonstrated the effectiveness of multi-touch ABM at scale, helping Amdocs and Microsoft create pipeline impact and engage senior telecom decision-makers worldwide.



Services Provided:

- Marketing strategy
- Project management
- Copywriting
- Creative design
- Video production

How Merit Mile Helped:

- Campaign ideation and execution
- Weekly reporting
- Content reviews
- Digital organization

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Challenge

Amdocs and Microsoft shared a common business objective: penetrate and establish new relationships with high-value telecom accounts. Their goal was to reach decision-maker roles, Director and above, at major CSPs across key global markets, including North America, Europe, Africa, Asia, and Central and South America. Having previous ABM campaign success with Merit Mile, including **Finastra**, **Teladoc Health**, and **Capgemini**, Microsoft introduced Amdocs to Merit Mile to achieve these goals.

With competitive pressure mounting and critical industry events approaching, Amdocs and Microsoft needed more than a traditional campaign. They required a custom ABM program that could cut through market noise, speak directly to the needs of targeted telecom audiences, and scale effectively across geographies.

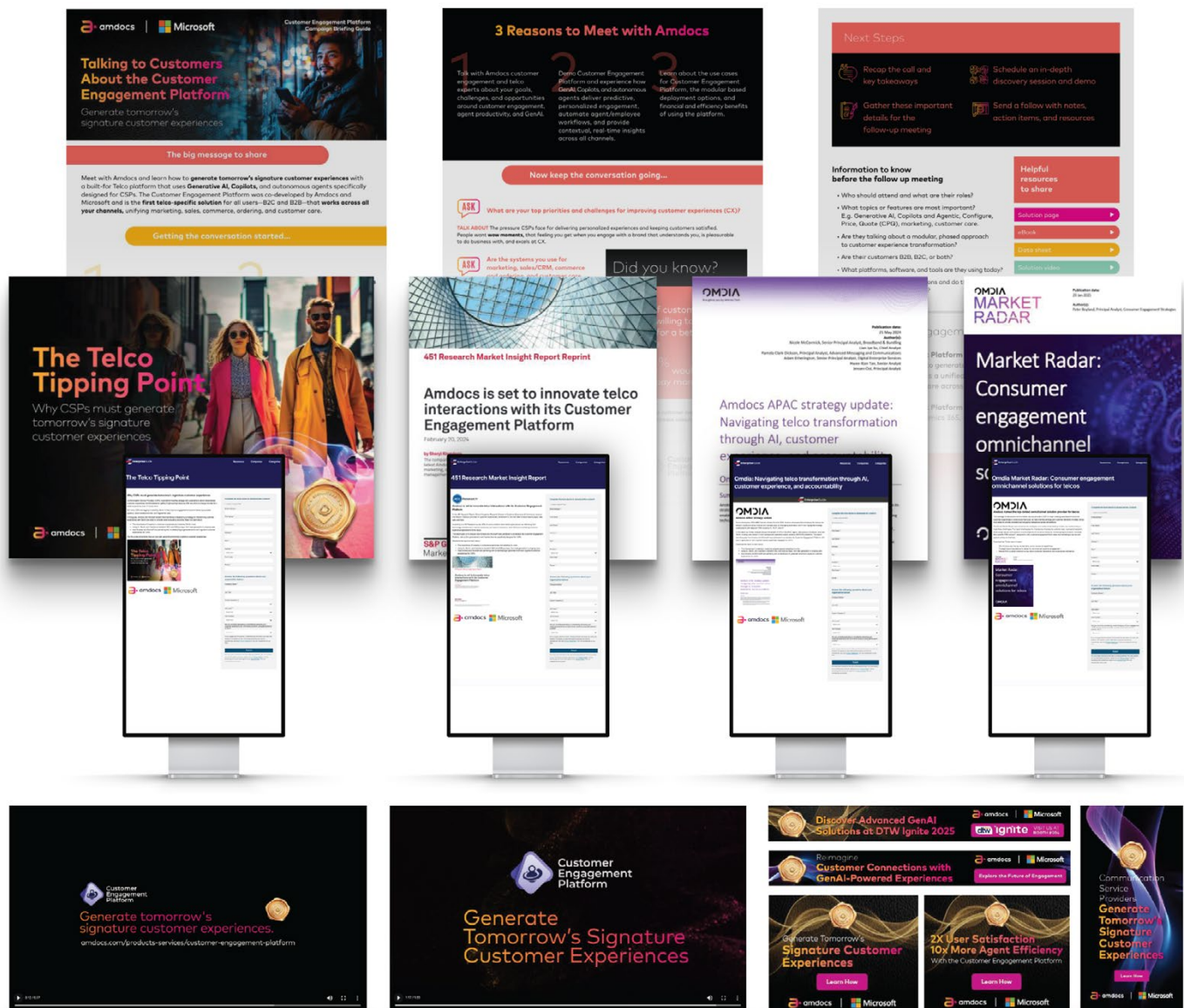
Solutions

Merit Mile began aligning Amdocs and Microsoft's campaign objectives to their global marketing scorecard and sales goals. After developing the **Ideal Customer Profile (ICP) and a Target Account List (TAL)**, the Merit Mile team crafted an ABM strategy built on market awareness and a two-touch engagement model. This structure ensured that prospects would not be converted to leads until they engaged with at least two campaign assets—signaling a higher level of interest and intent. This approach elevated lead quality and provided Amdocs sellers with valuable engagement data for follow-up.



Merit Mile developed a comprehensive set of campaign marketing offers including the “Telco Tipping Point” a custom eBook, sizzle reels, and demo videos. These were complemented by S&P Global 451 Research and OMDIA reports to lend third-party validation and market authority. While the campaign was in-market, **always-on display advertising** was run to create awareness about the solution and two flagship customer events—Mobile World Congress and DTW25-Ignite. Creative elements and media placements were optimized in real time based on performance, ensuring continued engagement throughout the campaign’s lifecycle.

In addition to generating leads, Merit Mile supported Amdocs’ internal sales activation with **enablement materials** including lead nurture emails, tele-guides, and campaign playbooks. These provided sellers with insights, content, and structure needed to advance conversations with engaged accounts.

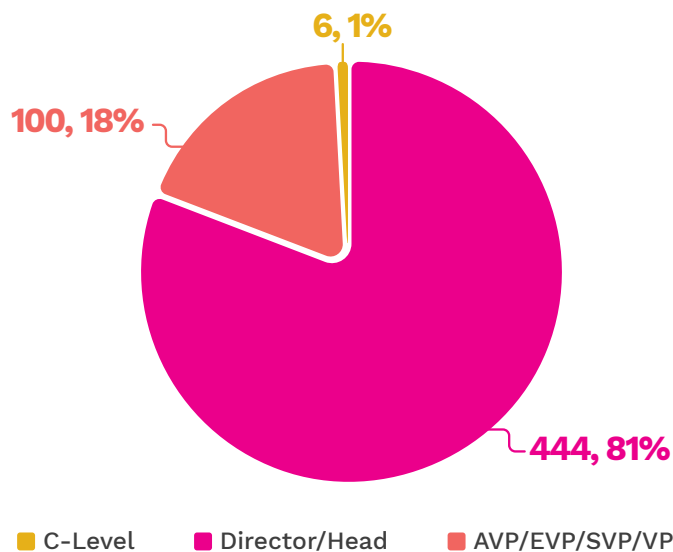


Results

The campaign exceeded expectations across every KPI, delivering high-value ABM leads and meaningful engagement with telecom decision-makers across multiple global regions. Weekly lead quality control ensured accuracy and alignment with Amdocs' TAL and real-time campaign dashboards tracked performance, ROI, and lead quality.

In total, the campaign generated **550 qualified, double-touch leads** from 34 unique telecom and CSP companies. More than 705,000 impressions were achieved across display and video advertising, and the campaign delivered an outstanding click-through rate (CTR) of 1.12%—nearly **10x the industry average** for similar programs.

Total Audience Performance



As the campaign progressed, Merit Mile optimized for even greater performance including creative and messaging refreshes, media placements, and shorting video lengths to maximize the Video Completion Rate (VCR).

Audience Penetration

The results underscore ABM's effectiveness at reaching mid- to senior-level decision-makers, those most likely to influence buying decisions. Based on these results, future phases of the campaign are expected to prioritize deeper engagement with VP and C-level executives.

ABM Campaign Display Ad Results for Amdocs and Microsoft

705,794

Total Impressions
117% of Goal

7.9K

Total Clicks
Display and Video

Deliverables

- Marketing and campaign strategy
- Media buy and vendor management
- Campaign execution and optimization
- Campaign reporting and analytics
- Content development and creative design
- Video production

To view more Public Relations and Marketing case studies, please visit MeritMile.com/case-studies. And for more information or to arrange a conversation with a Merit Mile Marketing specialist, please email us at Hello@MeritMile.com or call us at 1-561-362-8888 today!



About Merit Mile

Established in 2007 in Boca Raton, FL, Merit Mile is a marketing services provider focused on helping companies and corporate marketing departments build brands, drive sales revenue, and garner publicity in their respective industries. Our unique differentiator at Merit Mile is our ability to 100% own the message, the publicity, and the demand generation aspects of the corporate marketing function. Clients hire us and rehire us for our ability to refine their messaging/value proposition, develop top and mid-funnel leads, and get the type of editorial publicity that differentiates them from their competitors. From branding to PR to demand generation, Merit Mile is the high-octane fuel that invigorates corporate growth engines.

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