



10X ROI and direct pipeline growth with targeted, scalable account-based marketing

MAY 2026

Summary

Omnissa partnered with Merit Mile to drive pipeline growth and accelerate the sales cycle through a targeted account-based marketing (ABM) strategy focused on high-value enterprise accounts. By combining precision targeting, high-performing content, and sales-aligned execution, the program delivered measurable results and established a scalable foundation for continued ABM success.

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Services Provided:

- Account-based marketing (ABM) strategy
- Campaign execution and optimization
- Sales enablement support
- Campaign reporting and analytics
- Project management

How Merit Mile Helped:

- Developed targeted regional ABM programs
- Executed double-touch lead qualification strategy
- Managed campaign delivery and lead validation
- Delivered weekly reporting and buyer insights
- Supported seller follow-up and nurture best practices

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Challenge

Omnissa needed a reliable way to accelerate pipeline growth within a defined set of high-value enterprise accounts, focusing not on volume and top-of-funnel MQLs, but on sales-ready BANT leads, reaching in-market decision-makers with strong intent signals.

The challenge was clear: connect with senior decision-makers across a very specific set of targeted accounts, generate qualified opportunities, and directly align marketing performance with sales outcomes. At the same time, Omnissa needed a model that could scale, expanding across regions without sacrificing efficiency or impact.

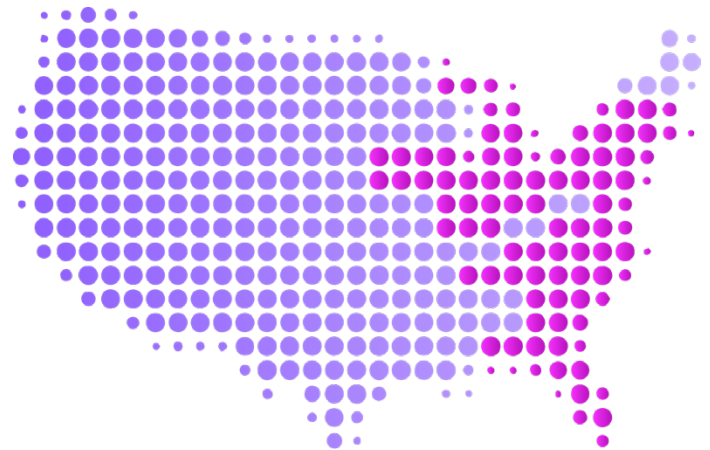
Solution

Merit Mile developed and executed a precision account-based marketing (ABM) program designed to engage key accounts through a combination of targeted outreach, high-value content, and direct human engagement.

The program was piloted in the Southeast United States region, where early success validated both the strategy and execution. Building on that momentum, the campaign was expanded into the Northeast region—applying learnings, refining targeting, and scaling performance across a broader set of high-value accounts.

At the core of the program was a double-touch engagement model. Prospects first engaged with Omnissa content—such as eBooks and IDC analyst reports—through targeted campaigns.

From there, Merit Mile's BDR partner team conducted **tele-qualification outreach**, verifying contact details and asking a series of custom qualification questions aligned to Omnissa's priorities. Only prospects who demonstrated clear interest, met BANT qualification criteria, and explicitly opted into a follow-up were delivered as leads—ensuring every engagement was validated, intentional, and sales-ready.



Beyond lead generation, Merit Mile delivered significant value through **ongoing reporting and sales enablement support**. Weekly campaign reports provided full visibility into performance and engagement, including detailed lead profiles, qualification responses, and **call notes capturing real conversations with prospects**. Each lead was enriched with context such as **LinkedIn profiles and engagement insights**, giving Ommissa's sales team a clear understanding of the buyer's needs, pain points, and level of interest.

Merit Mile also provided **best practices for follow-up and nurture**, equipping sellers with recommended cadences, messaging strategies, and multi-channel engagement approaches to maximize conversion and accelerate pipeline progression.

Results

Across two consecutive campaigns, the program delivered strong, repeatable performance—driving both engagement and measurable pipeline impact.



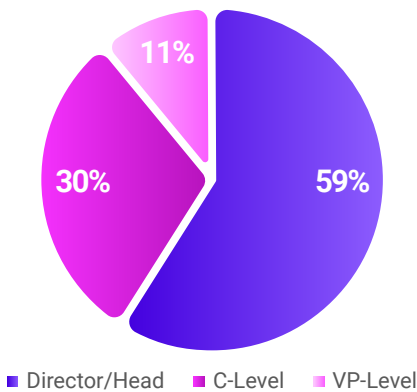
Merit Mile delivered **239 double-touch leads and drove engagement across 130 target-account interactions**, all within efficient in-market campaign timelines averaging 2 months.

By the conclusion, the campaigns generated **\$3M in pipeline and influenced an additional \$2.8M**, achieving **10X+ ROI under conservative win-rate assumptions**. As opportunities continued to progress through the sales cycle, these numbers have continued to grow.



Beyond volume, engagement quality improved significantly over time. The second campaign saw a substantial increase in senior-level reach, with **45% of total leads coming from C-level executives**, up from 15% in the initial campaign—demonstrating the program's ability to connect with high-value decision-makers who are typically difficult to engage.

Leadership Account Level Penetration



Just as importantly, the depth of insight provided with each lead enabled more informed and effective follow-up. With detailed call notes, qualification data, and buyer context readily available, Omnissa's sales team was able to engage prospects with greater relevance, helping convert initial interest into meaningful pipeline opportunities.

Outcome

The success of these campaigns established a strong foundation for continued growth. What began as a targeted ABM initiative in a single region evolved into a scalable, repeatable model—expanding geographically and continuing to generate new opportunities.

Merit Mile continues to partner with Omnissa to build on this momentum, applying proven strategies to new European regions, introducing additional channels, and further strengthening alignment between marketing and sales.

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Contact ABM@MeritMile.com or visit www.meritmile.com/abm/ to learn more about proven, predictable, and measurable ABM.

To view more Account Based and Marketing case studies, please visit [MeritMile.com/case-studies](https://www.MeritMile.com/case-studies). And for more information or to arrange a conversation with a Merit Mile marketing specialist, please email us at ABM@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 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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