



ABM in the Fleet Management Industry

REACHING THE DECISION MAKERS

Marketers in the Fleet Management industry face a unique challenge: their paying customers are not the decision makers in a typical fleet buying cycle. So how do fleet marketers influence the sea of anonymous drivers with an ever-growing selection of vehicles to choose from?

Over the past decade, the European fleet-management industry has grown significantly. With over 50% of annual automobile sales occurring in Europe through corporate B2B leasing channels rather than traditional private B2C transactions, fleet-management companies (FMCs) are facing unique opportunities for expansion. But given prohibitions against direct marketing contact with the employees driving the lease vehicle selection decisions, these companies are struggling to amplify the benefits of their products to the end consumers they want to reach the most. Account-based marketing (ABM) provides a path for FMCs to tailor marketing content to employees within their target accounts without overstepping these boundaries.

While European corporations used to purchase a fleet of vehicles for senior employees to manage privately, today's model looks entirely different. Many large companies contract with a variety of auto manufacturers to provide vehicles to their executives and senior managers. Lower-level employees will be given credits or points to put toward a car that their employer leases for them, choosing from a variety of FMCs offering different brands.

Meanwhile, European drivers are faced with more options than ever, as the fleet-management industry becomes increasingly saturated with new entrants. Marketers must reconsider their approaches in order to advertise intelligently to the right people. With account-based marketing, FMC marketers can serve relevant content through targeted advertisements to the hardest-to-reach consumers early in their buying cycles.

With these target consumers at their fingertips, FMC marketers still face an uphill battle in drawing attention to their brand's messaging. But many have found ways to work around regulations against direct contact with their contracting corporations' employees, turning to advertising to increase brand awareness.

By implementing ABM into their marketing strategies, FMCs can identify these buyers in the early stages of their purchasing decisions, reaching the right customers in the right digital spaces with personalized, relevant content.

Deloitte estimates that European new-car registrations for the corporate channel will reach 63% by 2021, nearly doubling the private channel's 37% share¹. Clearly, the fleet-management industry is expanding rapidly, and FMCs will need to keep up with their customer base—and their own—growth. To stay competitive, FMCs will need to work not just harder, but smarter. ABM shoulders the burden of targeting advertisements within key accounts through automated processes, so FMC marketers can devote their extra time and energy to the other endeavors demanded by the rapid growth ahead.

As online auto browsing among consumers increases, visits to dealerships decrease. Ten years ago, buyers visited five car dealerships on average before deciding which vehicle was right for them. Today, with the rise of online comparison shopping, the average consumer visits 1.6 dealerships in person according to Luth Research². To meet consumers where they do the majority of their pre-sale research³, FMCs must focus their marketing efforts in the digital sphere. ABM and account-sensing technology not only bring FMC advertisements to the right online spaces, they connect them with the right

consumers at the beginnings of their online research procedss.

Digital research sheds light on more options for consumers than ever before. Subsequently, consumers have become more receptive to buying from less familiar car manufacturers. According to a Google study, 72% of modern car consumers are open to purchasing from a variety of brands⁴. But open-minded consumers are a double-edged sword, making serving relevant ads with hyper-targeted content crucial in not only piquing their interest, but, ultimately, earning their business. With an account-based advertising approach, FMCs can direct educational, inspiring, and interesting content toward anonymous buyers, catching their attention even within an ad-packed digital environment.

The marketing and advertising strategies of the past are no longer sufficient to keep up with—let alone, stay ahead of—the competition. While many companies have the means to reach their consumers at some point or another during the buying cycle, ABM enables marketers to engage with their consumers via memorable content catered to their specific interests at the moment they begin their purchase journey.

Using ABM, FMC marketers leave nothing to chance, serving the right content to the end consumers and decision makers while they're performing anonymous online research.

¹ Pfeifle, Sebastian, et al. "Fleet Management in Europe." Deloitte., 2017.

² "Auto Correct: The Marketing of Car-Buying Is Changing." Luth Research, 14 June 2017, luthresearch.com/insights-consumers-make-car-buying-decisions/.

³ "4 Ways Ecommerce Is Driving Change for Dealerships." Adtaxi, 25 Sept. 2017, www.adtaxi.com/2017/09/19/4-ways-e-commerce-driving-change-dealerships/.

⁴ Millward Brown Digital/Google Vehicle Shopper Path to Purchase Study, September 2013.

The Jabmo solution provides digital, sequenced, personalized communications to anonymous & known buyers at your target accounts.

Global companies such as Sealed Air, Fives, and Schneider Electric have chosen Jabmo to manage their ABM programs, increasing win rates, deal size, and pipeline velocity.


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