saura labs

We built a *signal-led growth system* for an SAP supply chain technology company.

A signal-led account-based marketing strategy that lets one company sell two very different offerings to the right enterprise accounts, at the right moment.

~300
Named enterprise accounts in the pilot scope

90
Days to validate the acquisition model

2
Demand segments under one framework

Industry
Enterprise technology: SAP consulting, systems integration and supply-chain software

Markets
United States and Canada

Engagement
B2B go-to-market strategy, account-based marketing (ABM) and demand generation

Studio
Saura Labs, Toronto

Two offerings meant *two buyers and two buying journeys*.

The client runs two businesses under one roof: SAP consulting and implementation, and proprietary software for freight-rate management, shipping execution, shipment visibility and freight auditing.

Both serve the same enterprise ecosystem, yet they solve different problems for different decision-makers at different stages of the purchase. One generic message would have weakened both.

SAP transformation and consulting

What it solves

Enterprise system modernization, SAP implementation, integration and operational transformation.

Who is involved

Technology leadership, ERP specialists, enterprise architecture teams and the senior stakeholders who own technology investment.

Supply-chain technology products

What it solves

Freight-rate management, shipment execution, transportation visibility and freight-invoice auditing.

Who is involved

Supply-chain leaders, logistics managers, transportation teams, warehouse operations and the owners of efficiency and cost control.

A company choosing an SAP migration partner has a different problem from one chasing freight billing discrepancies. More leads alone would not fix that. The job was to find the right commercial opportunity for each offering and open a relevant route into the account.

Firmographics show who could buy. They say nothing about *who has a reason to buy now*.

Most B2B programs start with industries, company sizes, geographies and job titles, then push campaigns across LinkedIn, Google and outbound. A list of every enterprise running SAP captures potential customers, but it cannot separate companies mid-transformation from those with no plans to change.

So Saura built the strategy on three variables that work together.

Account fit

Does the company match the ideal customer's commercial, operational and technology profile?

×

Business signal

Do observable developments point to a need for the client's services or software?

×

Timing

Do those developments open a relevant window to start a commercial conversation?

= Evidence-led prioritization Every account lands in Priority 1, 2 or 3.

Fit alone qualifies an account. A relevant signal and the right timing move it up the list. That shift took acquisition from broad audience targeting to evidence-led account prioritization.

One portfolio, split into *two demand segments*.

Each offering chases its own buying situation, so the whole portfolio never has to squeeze into one undifferentiated message.

Segment A

Transformation-led demand

Organizations undergoing SAP modernization, ERP transformation, transportation management implementation or warehouse systems integration.

Signals to watch

- System modernization announcements
- SAP implementation and integration hiring
- Technology transformation initiatives
- Changes in technology leadership
- Announced operational modernization programs

Proposition

Implementation expertise, systems integration, operational continuity and transformation support.

Segment B

Operations-led demand

Organizations facing challenges in freight management, transportation, shipment visibility, warehouse operations or logistics cost control.

Signals to watch

- Distribution network expansion
- New warehouses or distribution centres
- Geographic expansion
- Transportation and logistics hiring
- New supply-chain leadership
- Operational restructuring

Proposition

Specific operational problems solved through the relevant software capability.

Every signal is *a reason to investigate*, never proof of purchase intent.

Static firmographic databases were only the starting point. The model layered in observable developments: corporate announcements, hiring activity, technology transformation news, leadership appointments, expansion announcements and other public business information.

Each signal is read against a specific offering. Specialist SAP hiring can point to transformation activity, while a new distribution centre can point to changing transportation, warehousing or shipment-management needs. Accounts then fall into three priority tiers.

1

High fit, timely signal

Strong commercial fit plus developments closely tied to the client's solutions.

2

Developing opportunity

Matches the ideal customer profile, with less immediate or less conclusive evidence of demand.

3

Longer-term strategic

Commercially attractive, with no clearly identifiable near-term buying trigger.

Marketing and sales effort goes first to the accounts with the strongest available evidence of demand.

The pilot covers about *300 named accounts*, sized for depth over volume.

Existing SAP environments or relevant enterprise technology requirements	Significant supply-chain or logistics operations
Enterprise-scale operational complexity	Manufacturing, retail, automotive, pharmaceuticals and consumer packaged goods
Operations in the United States and Canada	Business signals pointing to technology or operational change

A list this size supports deeper research, personalized engagement and coordinated sales activity. The 300 figure defines the pilot scope; it does not mean 300 accounts have already been researched or activated.

Enterprise deals close on *a whole buying committee*.

CIO / IT leadership	Technology strategy, governance, investment
SAP / ERP leadership	System requirements, integration, implementation
VP Supply Chain	Operational performance and strategic priorities
Transportation and logistics	Freight costs, carrier management, shipment execution
Warehouse operations	Distribution efficiency, warehouse processes

Different people feel the problem, evaluate the technology, hold the budget or sign off. The person interested in a product may have no purchasing authority, and the senior decision-maker may never feel the problem directly. Engaging the whole committee reaches both.

Every message opens with *a problem the buyer already recognizes*.

The problem the buyer feels		Where the message leads
Freight invoices do not match contracted rates	→	**Freight audit accuracy and cost control**
Limited visibility after shipment dispatch	→	**Shipment tracking and operational visibility**
Carrier rates fragmented across systems	→	**Centralized freight-rate management**
Enterprise migration to newer SAP systems	→	**SAP transformation and integration expertise**

Relevance comes first, then the wider portfolio. Each buying-committee member gets a message tuned to their role, with the same proposition underneath.

Five channels, *one priority account list*.

LinkedIn ABM	Builds familiarity inside priority accounts and puts problem-specific messages in front of the buying committee.
Personalized outbound	Outreach built on researched account context, tailored to the signal, the operational problem and the stakeholder's role.
Google Search	Captures existing demand from organizations already researching SAP implementation, freight management or related solutions.
Retargeting	Keeps the client visible to relevant site visitors and engaged prospects through long consideration periods.
Content and sales enablement	Explains technical capabilities, backs up commercial claims and arms sales conversations with case studies.

The pilot runs in *three 30-day phases*.

Ninety days validates the acquisition model. Enterprise sales cycles may run past the activation window.

01 · Days 1-30

Build

- Ideal customer profile
- Account universe
- Signal framework
- Buying-committee maps
- Messaging architecture
- Creative assets
- Measurement requirements

02 · Days 31-60

Activate

- LinkedIn ABM
- Google Search
- Personalized outbound
- Retargeting

All four launch together against the prioritized accounts.

03 · Days 61-90

Optimize and develop pipeline

- Evaluate account engagement
- Prioritize responsive accounts
- Refine messaging
- Adjust channel investment
- Strengthen committee engagement
- Support sales follow-up

The pilot's *planning targets*.

100+
Engaged accounts

15–25
Qualified sales conversations

5–10
Qualified opportunities

These are planning targets, not achieved results. They need campaign reporting or CRM evidence before they can be published as results.

Success is measured in *commercial relevance*, not ad activity.

Account engagement	How many target accounts engage with marketing and outreach, and how well
Qualified conversations	Discussions with stakeholders who show a credible business need
Qualified opportunities	Engagements that meet agreed sales-qualification criteria
Pipeline development	The commercial value and progression of opportunities
Account intelligence	Which signals, segments, messages and channels drive relevant engagement

The engagement delivered *a complete go-to-market framework*.

01 **A clear demand architecture.** Consulting services and proprietary software organized around distinct enterprise buying situations.

02 **A signal-led targeting method.** Account selection that weighs observable business developments alongside ideal-customer traits.

03 **A defined account strategy.** A pilot scope of about 300 accounts, backed by prioritization criteria and buying-committee maps.

04 **Problem-specific messaging.** Propositions tied to operational and technology challenges instead of generic corporate capabilities.

05 **An integrated acquisition model.** LinkedIn, search, personalized outbound, retargeting and content aligned on one account strategy.

06 **Commercial measurement.** Qualified conversations, opportunities and pipeline ranked above raw lead volume.

These are outcomes of the strategy engagement. Campaign performance and revenue outcomes will be documented separately.

Effective B2B growth starts with knowing *which organizations may need a solution*, why that need is emerging, when to engage and who must be part of the decision.

ABM here is more than a LinkedIn targeting technique or a pickier form of lead generation. It connects market intelligence, positioning, messaging, channels and sales opportunity development into one acquisition system.

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Saura Labs is a founder-led marketing studio in Toronto, working with brands across Canada and the US.

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