



## Launch Assists HungerRush with a Successful ABM Campaign

### ABOUT HUNGERRUSH

HungerRush is a leading provider of integrated restaurant solutions and HungerRush 360 is the flagship cloud POS system that makes it easier to delight guests, drive loyalty, and manage restaurants from anywhere. The all-in-one system integrates digital ordering, delivery, customer engagement, restaurant management, and payment processing features with flexible software designed to give operators of all sizes more insight into their customers, more control over their operations, and more power to profitably grow their business.

*“We are very impressed with Launch’s plan recommendations, body of work and timeliness on responses when communicating. It is great to work with an agency who thinks so strategically and creates high quality deliverables every time.”*

- Mathew Martini, Dir. Of Marketing

### The Opportunity: Desire to Try Account Based Marketing

For years HungerRush had strong and growing market share within independent operators and smaller restaurant chains. As the company continued to grow, it wanted to expand and serve mid-market and enterprise-sized franchises. To support this focus, HungerRush was launching an Account-Based Marketing (ABM) approach for these segments and needed an experienced partner to help guide the ABM plan development and execution.

### The Solution: Develop and Execute an Effective ABM Campaign in Collaboration with the HungerRush Team

HungerRush turned to Launch Marketing, an experienced partner in the industry, to guide the development and execution of an ABM campaign. The preliminary step was to establish the goals they wanted this campaign to address. Those goals included building awareness of how their product differentiated itself from the competition, generating qualified leads within the restaurant software space, and increasing locations that carried their software. The goals were centered around HungerRush’s desire to expand into other markets and drive sales. Once the goals were established, Launch worked closely with the sales team to identify the target accounts and collaborate on how to work together throughout the campaign.

Launch developed a ABM campaign resulting in

# 30%

Increase in Opportunities

Additionally, Launch’s ABM campaign efforts resulted in:

- ↑ **2045** Rooftop restaurants in pipeline
- ↑ **25** Aware accounts
- ↑ **14** Engaged accounts
- ↑ **13** ABM-sourced opportunities



## CREATED 6 MONTH CAMPAIGN PLAN

- *established goals for campaign*
- *helped launch two phases of the campaign*
- *built a mutlimillion-dollar pipeline*

A comprehensive 6-month plan was developed which included a multipronged approach. From content marketing using blogs, articles, an infographic and eBook, to digital marketing, to a dimensional mailer and a webinar – the plan was designed to connect and engage with the target audience across a variety of mediums and with very tailored messaging. For the content assets, the main goal was to showcase HungerRush as an industry thought leader and create materials that could be used by Sales and by Marketing across digital channels. Launch also collaborated with the sales department to create a dimensional mailer which served as a door opener and aided in building awareness. The high quality of all these materials was a key part of why this campaign received significant engagement.

## The Results: ABM Efforts Lead to An Increase in Accounts and Locations Engagement with Sales

The ABM campaign helped build a multimillion-dollar pipeline and supported a significant bump in overall location sales. Based on the initial success, phase two of the campaign was launched soon after.

