

The Intel logo is displayed in a white, lowercase, sans-serif font. The background of the slide is a dark blue, high-tech circuit board with glowing orange and yellow lines representing data paths or connections.

1:1 ABX Messaging Drives Auto Wins for Intel

In an industry fraught with fierce competition, Intel needed to drive long-term business outcomes in relationship, reputation, and revenue. The intelligent chip brand sought 1:1 ABX marketing highly-customized for a Top 10 Automotive Client but faced a perception as an innovation laggard and knowledge of the target contacts. Merkle B2B partnered with Intel to create a full-funnel phased approach with quick-wins, providing short-term GTM and tactical support around building awareness and lead-gen to build contact list.

935

Expanded 1P Data by 935
qualified opt-ins for
engagement and nurturing