

Terminus Case Study

How Terminus Uses KickFire API to Power Campaign Attribution for Terminus' Account-Based Marketing Technology



"We needed a technology with the capability to identify visitors on our clients' sites to signal to our customers when their ABM campaigns and efforts are working successfully. After an extensive vendor comparison, we selected KickFire as our technology partner.

With KickFire in place, we can better show the full ABM journey from advertising campaigns to website engagement to revenue. We haven't seen anyone do it better!"

Bryan Brown, Chief Product Officer at Terminus

CHALLENGE

Terminus was in the market to implement IP address intelligence within their Account-Based Visitor ID product and needed a technology with the capability to identify visitors on customer websites to validate to customers that ABM campaigns and efforts were working successfully. Not wanting to build the technology internally, Terminus went in search of the industry's best provider.

SOLUTION

After extensively analyzing and testing four data vendors based on data quality and accuracy, match rates, and API volume and response times, Terminus was able to determine KickFire was the clear winner in many categories and the best option for a data vendor and technology partner. Terminus discovered other vendors in the IP address space are able to identify enterprise companies but rely on public data and lack the ability to go beyond the Internet Service Provider (ISP) and identify small to mid-size businesses and enterprise companies. In a test using their own IP address as a ground truth, KickFire was the only provider to identify Terminus as a company, not an ISP.

Terminus felt confident building their Account-Based Visitor ID platform on top of KickFire's data and combining KickFire's expertise in IP address intelligence with the Terminus ABM platform.

Terminus customers can now capture account engagement, penetration, and behavior on their website, validate their website is converting to revenue, and attribute ABM campaigns to accelerated pipeline creation and revenue generation.

Customer Profile

Terminus is the leading account-based marketing (ABM) platform that enables B2B marketers to target accounts, engage decision-makers, and accelerate marketing and sales pipeline velocity at scale.

terminus.com

