



amazon business

CASE STUDY

Elevation Marketing develops scalable data tool and motivation-based messaging for B2B payments product

elevationb2b.com



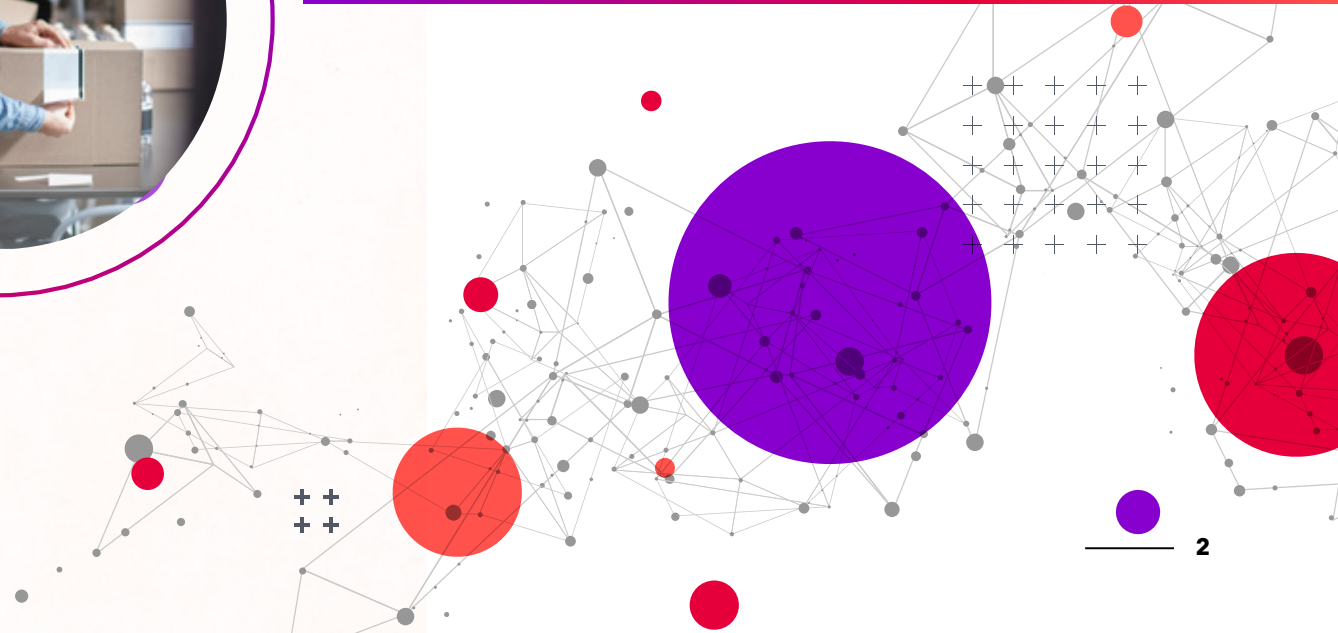
elevationmarketing



BACKGROUND

Amazon Business is a solution that gives businesses the tools they need to simplify purchasing, reduce costs, increase buyer efficiency and tap into spend intelligence—in short, to reshape their buying processes and business operations. Amazon Business Pay by Invoice is one of the purchasing options that businesses can take advantage of to help them manage their cash flow.

Purchasing solution that can tap into spend intelligence and help manage cash flow



CHALLENGE

Although Amazon Business Pay by Invoice offered businesses an easy and efficient way to streamline purchasing, it was underutilized by Amazon Business customers

Amazon Business engaged Elevation Marketing to research product perception, customer preferences and competitors' market positioning, then **shape messaging to better resonate with current and prospective users at six stages of the customer journey.**

They also wanted to be able to sort research data by various categories to inform targeted marketing activities going forward.



- 1 Non-users
- 2 Those invited to enroll, but haven't done so
- 3 Those that began to enroll but didn't complete
- 4 Those who'd set it up but not used it
- 5 Those who use it on a regular basis
- 6 Those who'd set it up but hadn't used it in the past 6 months

RESEARCH STRATEGY

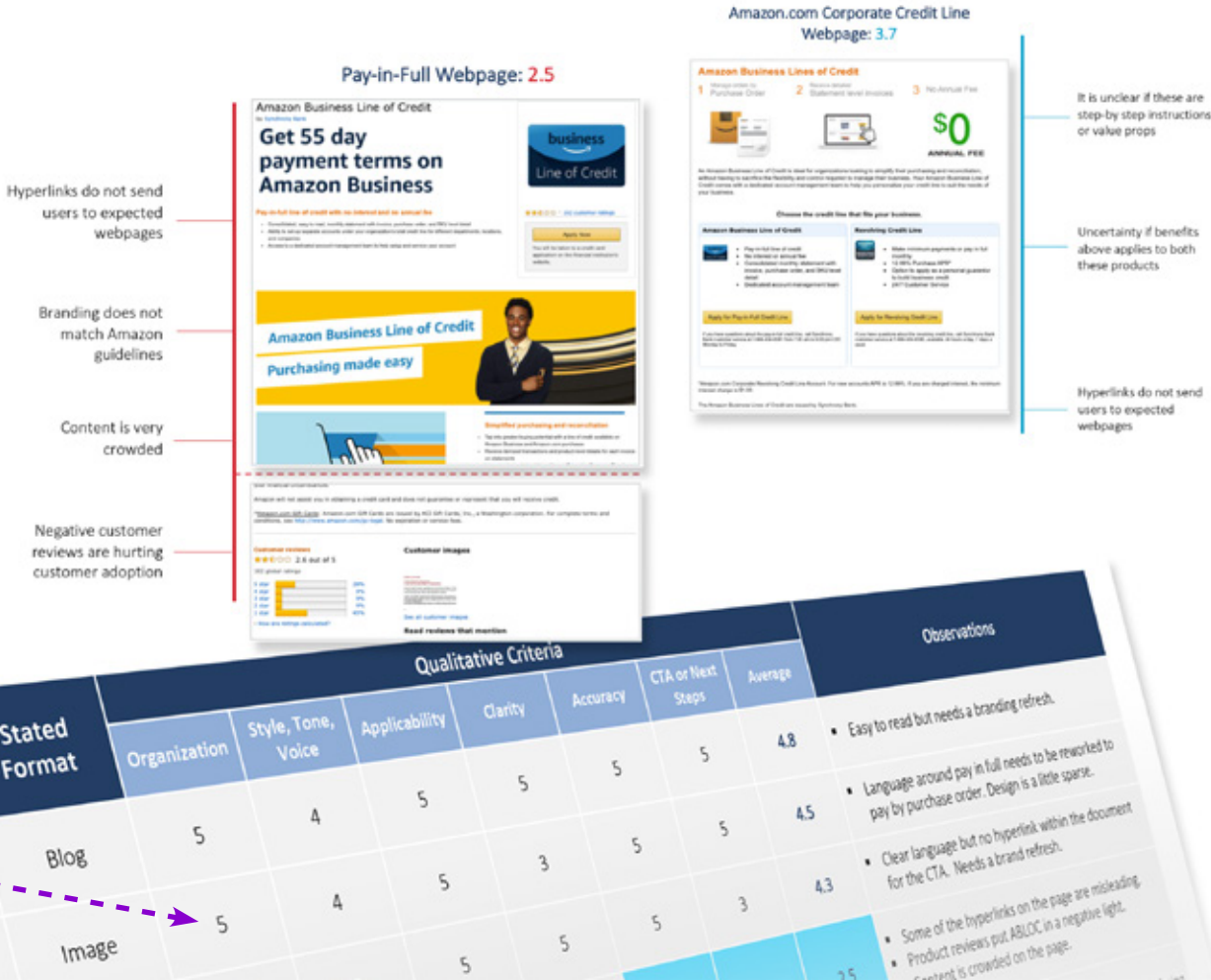
Elevation deployed a multiphase quantitative and qualitative research strategy to understand user and non-user perception of the product and which product features/benefits would motivate them to start using the product (vs. a competitor's) or employ it more often.

PHASE 1: DISCOVERY

Content Audit

To understand how the product was being marketed and lay the foundation for new messaging, Elevation reviewed an array of Amazon Business Pay by Invoice marketing assets aimed at improving brand awareness and increasing product usage, including product websites, blogs, videos and online ads. Elevation used a 5-point scale to score the assets based on their organization, applicability, accuracy, style/tone/voice, clarity and call to action. The audit enabled Elevation to recommend whether to keep, update or retire assets, and to identify gaps in the content library where new assets were needed to effectively target users and non-users at each phase of the customer journey.

5-POINT SCALE TO SCORE THE ASSETS



Competitive Messaging Review

Competitive Messaging Review

For the competitive messaging review, **Elevation** evaluated **four key competitors** from an online positioning standpoint, comparing/contrasting their products vs. **Amazon Business Pay by Invoice**. Elevation wanted to know how competitors described comparable payment products, the key benefits and differentiators they highlighted, any promotions they were running, the intended takeaways from the messaging on their website(s) and how they were positioned for any discernible target audiences, such as specific vertical markets.

Competitor Review

Competing Products to PBI/ABLOC

Business Credit Account or Business Account with full balance due terms. Published features include:

- Credit card-based credit line or account
- No annual fee
- Itemized statements
- View, manage and pay account online
- Multiple cards per account, departmentalized billing
- Restrict purchases to authorized buyers
- Low monthly or pay-in-full (credit account)
- Payments due on full each month (business account)**
- Minimum usage requirements (business account)**
- Exclusive offers (credit account)

Positioning /Promotion

- New card holders:** Offering savings of \$50 on first purchase of \$150 or more (biz credit account)
- Balance flexibility – There's a card for everyone
- Product comparison chart

Product Positioning & Intended Takeaways From Site Messaging

Interest/Annual Fees	Customization	Cashflow Cycles	Payment Terms	Promotional Offerings
3	2	1	3	4

CONFIDENTIAL

0 = No meaningful mention
 1 = Minimal mention
 2 = Mention in a few places
 3 = Mentioned regularly
 4 = Clearly leads with

	PBI Product	Fixed Credit Line Product	By Invite	Convenient / Easy	Flexible										
Office DEPOT OfficeMax™		•		•	•										
Staples	•			•	•	•									•
Lowe's		•		•	•	•	•		•					•	
THE HOME DEPOT		•					•			•		•	•		•
amazon business	•	•	•	•	•	•	•	•	•	•		•	•	•	•

"I will pay the invoice through my AMEX Card. I don't like idea of paying any invoice through Checks or Direct Charge to my account."

"Really hard to get a credit increase, prices are no better than personal in my experience, and Prime should be included - not extra."

– Commercial Micro Business

"Great to know you have that credit line and can better utilize cash flow."

PHASE 2: VALIDATION

Quantitative Surveys

To hone in on key areas of opportunity for users and non-users at each stage of the customer journey, Elevation conducted comprehensive quantitative (online) surveys and qualitative, conversation-based interviews.

The first of two quantitative surveys was conducted in a unique collaboration with Amazon Business, which wanted to use its proprietary list of existing customers to execute the survey itself while relying on Elevation for survey questions and post-survey analysis. Although Amazon Business was initially interested only in advancing existing customers through their customer journey, **Elevation proposed that Amazon Business also survey prospects to better understand objections at the early stages of use, since those objections were likely formulated prior to being invited to use Amazon Business Pay by Invoice.** Doing the two surveys would also give them insight into a broader pool of customers to pursue going forward.

ABLOC: Buyer Survey Results

Lifecycle Stage: **Activation**

How has using your Amazon.com Corporate Credit Line helped your business operations?

- Dedicated account manager, assigned to my business
- Tracking and integration into my current accounts payable process
- Consolidated, itemized monthly statements
- Greater access to credit / funding for my business
- Discounted terms or rates that are better than I currently have in place
- Extended payment terms
- No interest or annual fees
- Ability to customize account with multiple buyers on a single account
- Predictable cashflow cycles



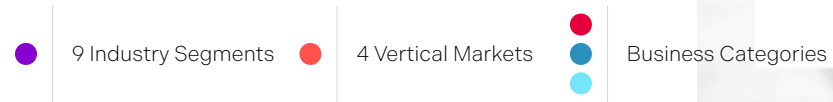
Top choice is the ability to customize for multiple buyers. We also heard that during interviews

No interest/fees ranked well here also, and is in the top rankings with extended

PBI: Number 1 Motivators

Lifecycle Stage: **Retention**

	SMB	Micro	Enterprise	Healthcare	Government	Education
Ability to Customize		✓		✓	✓	
No Interest/Annual Fees	✓		✓			✓
Discounted Terms/Rates						
Predictable Cashflow Cycles						
Dedicated Account Manager						
Credit Access						
Free Business Prime		✓	✓	✓	✓	✓
Free Shipping						
Extended Payments Terms	✓					
Increased Use Discount						
Discount on Select Purchases						

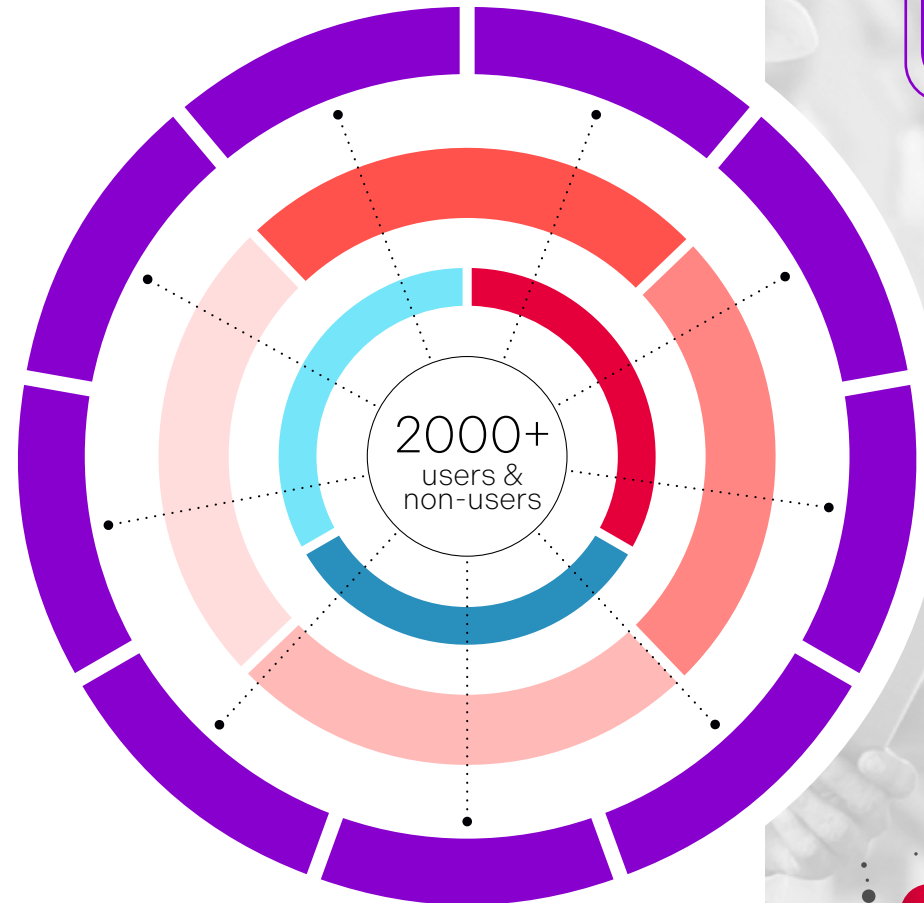


PHASE 2: VALIDATION

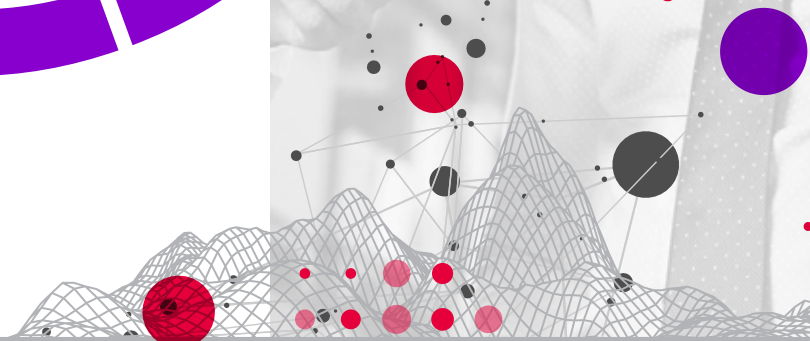
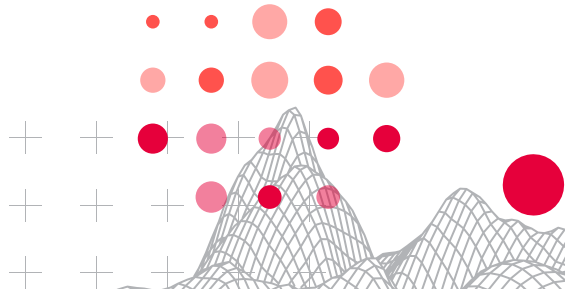
Qualitative Surveys

The questions for each survey had to be precisely calibrated to ensure actionable, apples-to-apples data was collected across both of them. *Altogether, 2,000+ users and non-users across nine industry segments, four vertical markets and three business categories were surveyed to uncover how their needs and perceptions compared to the messages, benefits and differentiators being conveyed.* The survey also asked respondents to rank which of nine features/benefits (i.e., no interest, predictable cash flow cycles) would most likely entice them to try the product (non-users) or increase their usage of it (users).

From a qualitative standpoint, Elevation spoke personally with 10 people across the six stages of the customer journey to deepen understanding of user and non-user motivations, validate what was found during Phase 1 and round out the information gathered via the quantitative survey.



"Delays in accessing the credit line pushed me into China market to get the same items I needed."



PHASE 3: MESSAGING

To increase user engagement, Elevation developed a comprehensive messaging matrix based on the six stages of the Amazon Business Pay by Invoice customer journey. Elevation defined each of the customer types, identified what kept them from using the product (or using it more often) and determined which type of messages would persuade them to advance—messages that entice, explain, motivate, reward or convince.

From there, the messaging matrix was built out under five motivation-focused messaging pillars. Each was ranked by customer type as a primary or secondary motivator.

- Simplified purchasing process
- Saves money
- Improves cash flow
- Delivery
- Flexible payments terms

The matrix was then built out with sample messaging that could be used for each customer type as either a general motivator or a time-bound motivator (limited time offer).

**Comprehensive
messaging matrix
based on the 5 stages of
the customer journey**





RESULTS

Elevation provided Amazon Business with comprehensive and detailed survey data in a flexible format that they could use in the development of targeted campaigns over time. The tool enabled them to hone in on one or a combination of data points, sorting by industry, vertical market, role in the buying cycle, business size, stage in the customer journey and average spend.



Customer-centric messaging framework to guide the Amazon Business marketing team as it deploys content aimed at increasing the use of their service



ABOUT ELEVATION

Full-Funnel Marketing Solutions for Today's B2B Buyers.

Elevation Marketing creates meaningful customer engagements and sustainable results through data-driven, digital-first solutions that inspire change, motivate action and deliver predictable outcomes. Whether it's brand, demand, ABM, channel or sales enablement, we are experts in connecting brands to people and performance through end-to-end B2B marketing programs. By looking at your brand through the lens of your business, we help you break through the

obstacles that stand between you and greater sales, increased market share and increased revenue for maximum return on your investment.

**Ready to discuss
your project?**

CONTACT US

sales@ElevationB2B.com
275 East Rivulon Blvd., Suite 411
Gilbert, Arizona 85297

480.775.8880



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Business Journal
Top 20
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