

# Best Application of Marketing Technology



## Narrative Summary

Payapps, an Autodesk Company, needed to reach a tiny, hard to convert audience of senior finance and commercial leaders in UK and Irish construction, all resistant to change and loyal to twenty-year-old spreadsheets. The Think Tank built 'Enough Sheheet', a precision account-based campaign grounded in emotion, precision and choreography. Intent data shaped targeting around 64 named accounts, while LinkedIn advertising, retargeting and a three-stage email nurture worked as one connected engine.

## Featured Channels

- LinkedIn Advertising
- LinkedIn Thought Leadership
- LinkedIn Retargeting
- Intent Data
- Email Nurture



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