

HUT 3



CASE STUDY

Raising the bar

**From tactical campaign activity
to strategic ABM partners**

Achieving a 6:1 ROI across
key industrial verticals.



The challenge

TXOne Networks is a specialist in Operational Technology (OT) and Industrial Control Systems (ICS), helping organisations protect their operations from evolving cyber threats and vulnerabilities, with cybersecurity tools and solutions tailored for industrial businesses, manufacturers, and critical infrastructure operators.

Having tested an ABM approach with some early successes, they recognised the need to evolve to a more strategic and scalable approach that would meet their objective to maintain an 'always on' ABM programme across key verticals.

Trying to engage with 1,000+ target accounts across multiple, diverse verticals with a manual approach and limited in-house resource wasn't sustainable, with key challenges including:

- Disjointed marketing campaigns
- Limited scalability across different industries
- Fragmented content creation and reporting processes
- ABM was an afterthought rather than an opportunity to scale on demand



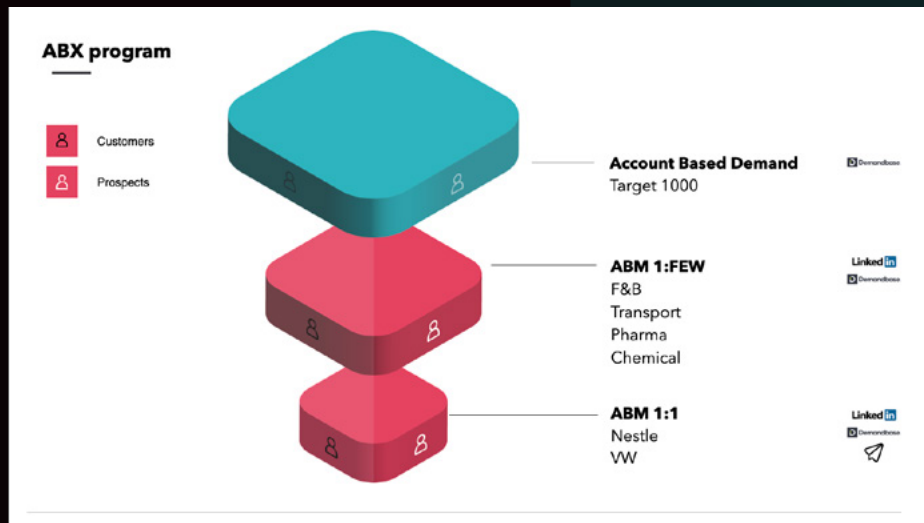
The solution

Working in strategic partnership with the team at HUT 3, TXOne were able to develop a sophisticated, scalable ABM strategy that would allow them to efficiently engage multiple accounts across priority verticals, using AI and data-driven insights to move forward with focus.

Developing a comprehensive, data-driven ABM framework with five key pillars:

1. Strategic account alignment

- Mapped 1,000 target accounts across six verticals: food and beverage, transport, pharmaceutical, automotive, manufacturing and utilities
- Designed a programmatic approach to engage all accounts simultaneously aligned to marketing demand efforts

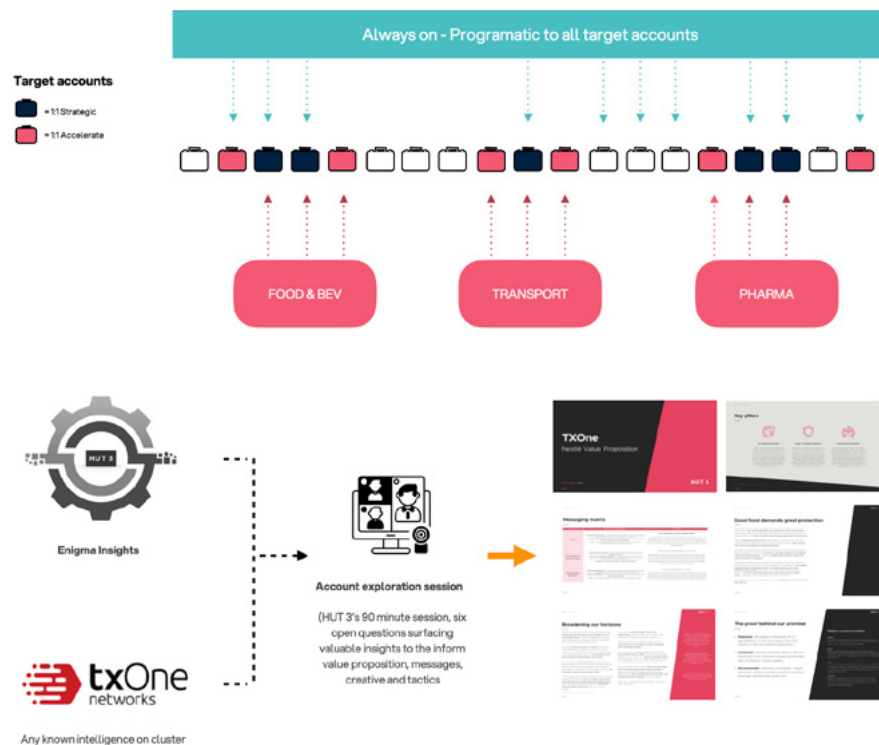


Aligned programs

	A	M	J	J	A	S	O	N	D
TXOne central programs	TxOne promise doc		Legacy report		Thought Leadership			Meeting of minds	
Always on	Promise	Case studies	Report		AI readiness report			'Meeting of minds' webcast	
Vertical versions F&B	F&B Manifesto	F&B Case studies	F&B Report		(F&B focus) AI readiness report			(F&B focus) Meeting of minds' webcast	
1:1	Nestle Manifesto		Nestle Report		Nestle AI readiness report			Nestle 'Meeting of minds' webcast	

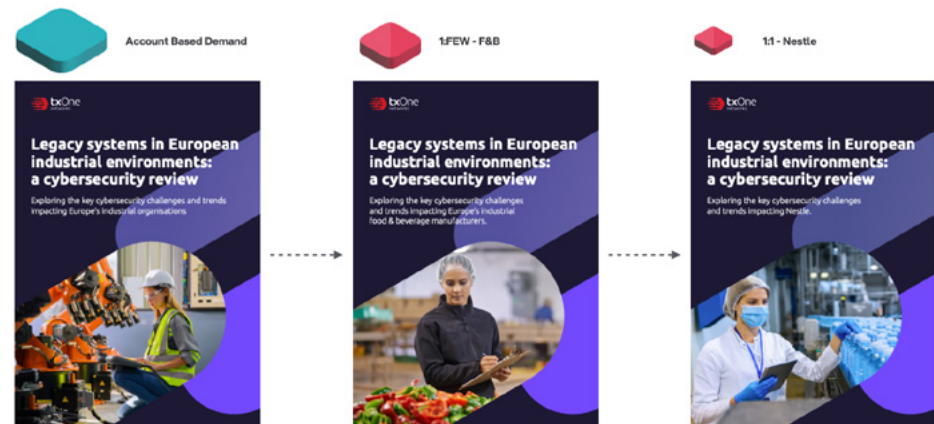
2. Insight and intelligence generation

- Used the data to inform the strategy; by identifying the top engaged accounts we can identify the accounts for the 1:1 engagements
- Developed detailed insight reports for target accounts and verticals
- Created account and industry-specific value propositions
- Built a flexible content creation framework



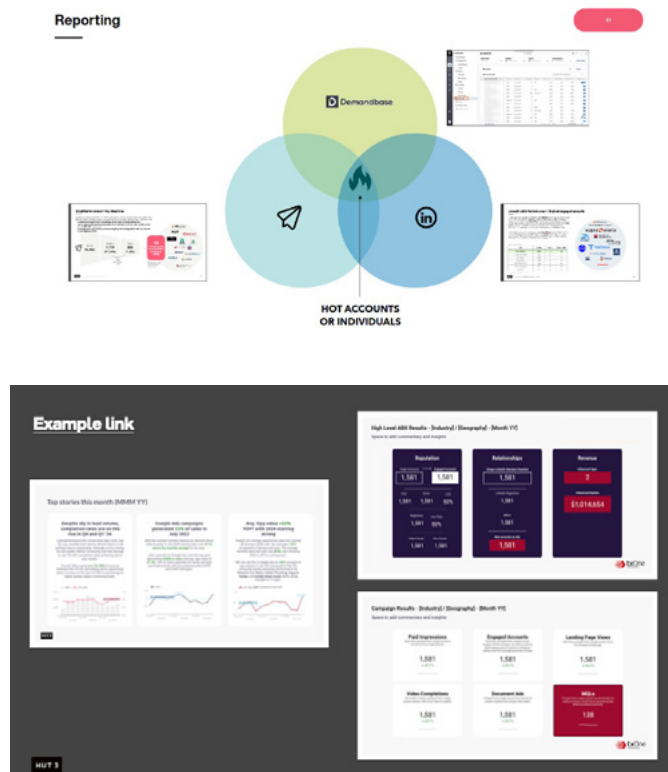
3. AI-enabled content personalisation

- Used HUT 3's AI-powered Enigma Studio to remix and tailor content for specific accounts and verticals
- Developed personalised landing pages, video mailers, and manifestos
- Increased efficiency and relevance of campaigns



4. Measurement and scalability

- Developed a reporting framework for fortnightly weekly review
- Identified highly engaged accounts for strategic follow-up
- Created scalable frameworks for programme replication across verticals
- On-going work to reduce reporting times and process into automated dashboards



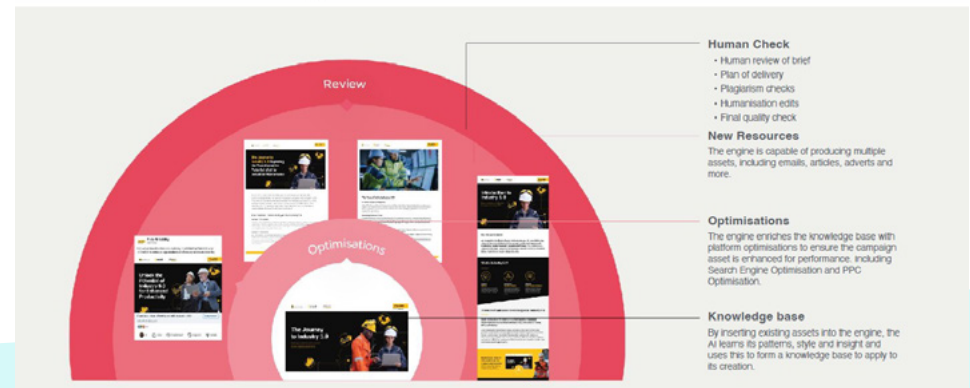
Images shown are extracts from TXOne FY25 Strategy document.

5. Execution tactics

- Delivered targeted LinkedIn campaigns and direct mail
- Deployed personalised reports and videos
- Streamlined content production and reporting using AI
- Continual project on consolidating and automating all the marketing tech into one dashboard

HUT 3

Content Remix Engine



The team at HUT 3 worked very closely with TXOne, turning a traditional client-service relationship into a strategic partnership. This all started with a strategic workshop in Barcelona to build a full ABX strategy; helping to map accounts, refine strategies, and establish scalable ABM programmes, establishing a close and continuing relationship that continues to develop. Taking time to articulate the bigger picture enabled an expansion of existing marketing efforts, and establishing methodology around data-driven decision-making targeted on evidence has sharpened focus and freed up valuable time for the internal team.

The Results

Positive client engagement

- High appetite for more work and enthusiasm from the TXOne team – sales and business buy-in
- 1:1-specific content well-received with personal feedback from senior contacts in target accounts
- Collaborative work showcased at industry events
- Strong growth and scale ambitions across additional geographies, accounts and verticals in 2026 and beyond

Strategic achievements

- Scalable, data-driven and replicable ABM framework established
- Personalised content deployed across multiple verticals and accounts
- AI effectively used for content remixing and personalisation

Business impact

6:1 ROI

Considerable pipeline generated from relatively small investment resulted in 6:1 ROI*



1M+

ad impressions



67%

account
engagement rate



**Created a blueprint for future global
ABM programme expansion**

(* results after 6-months. Subject to change)

The stage is set for transformative growth

Looking to the future, the TXOne strategic partnership with HUT 3 is set to open doors to more exciting ABM innovation, built around three big focus areas:

Global expansion and vertical diversification

The successful ABM framework developed for the food and beverage and transport sectors, provided a robust blueprint for global expansion with opportunities to scale the approach across multiple regions and replicate the proven strategy across new geographical markets.

Advanced AI-powered personalisation

Building on the success of AI-driven content remixing, the next evolution will focus on deeper AI integration for content personalisation, more sophisticated targeting algorithms, continuous refinement of content efficiency and expanding AI capabilities to create even more tailored marketing experiences.

Scalable insights and strategic account development

Less manual engagement tracking means easier identification and prioritisation of high-value accounts, enabling the creation of more nuanced, intelligence-led marketing strategies, and continuing to transform account insights into actionable initiatives. Reducing the time required for reporting, will greatly enable the team to deliver on more initiatives to support sales and business ABX ambitions.

This forward-looking approach demonstrates how strategic partnerships, technological innovation, and data-driven insights can continuously elevate Account-Based Marketing capabilities.

“HUT 3 helped us move from tactical campaigns to a strategic, scalable ABM approach that can be consistently and repeatedly implemented without having to expand our internal team, leading us to quantify and achieve so much more with less. Their use of AI and data-driven insights has transformed how we engage our accounts and maximise measurable ROI.”

Matt Conway, Head of ABM Europe, TXOne

If you are interested in finding
out more about the work we do,
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