

# **Beyond The Account List**

**How You Can Use Data To Drive Your Account-Based Marketing Program**

October 20, 2016

# **THIS IS THE AGE OF ACCOUNT BASED MARKETING**





# WHAT IS ACCOUNT BASED MARKETING?

## IDENTIFY



your accounts and  
the topics that  
interest them

## CREATE



content and  
messaging using  
relevant topics

## ENGAGE



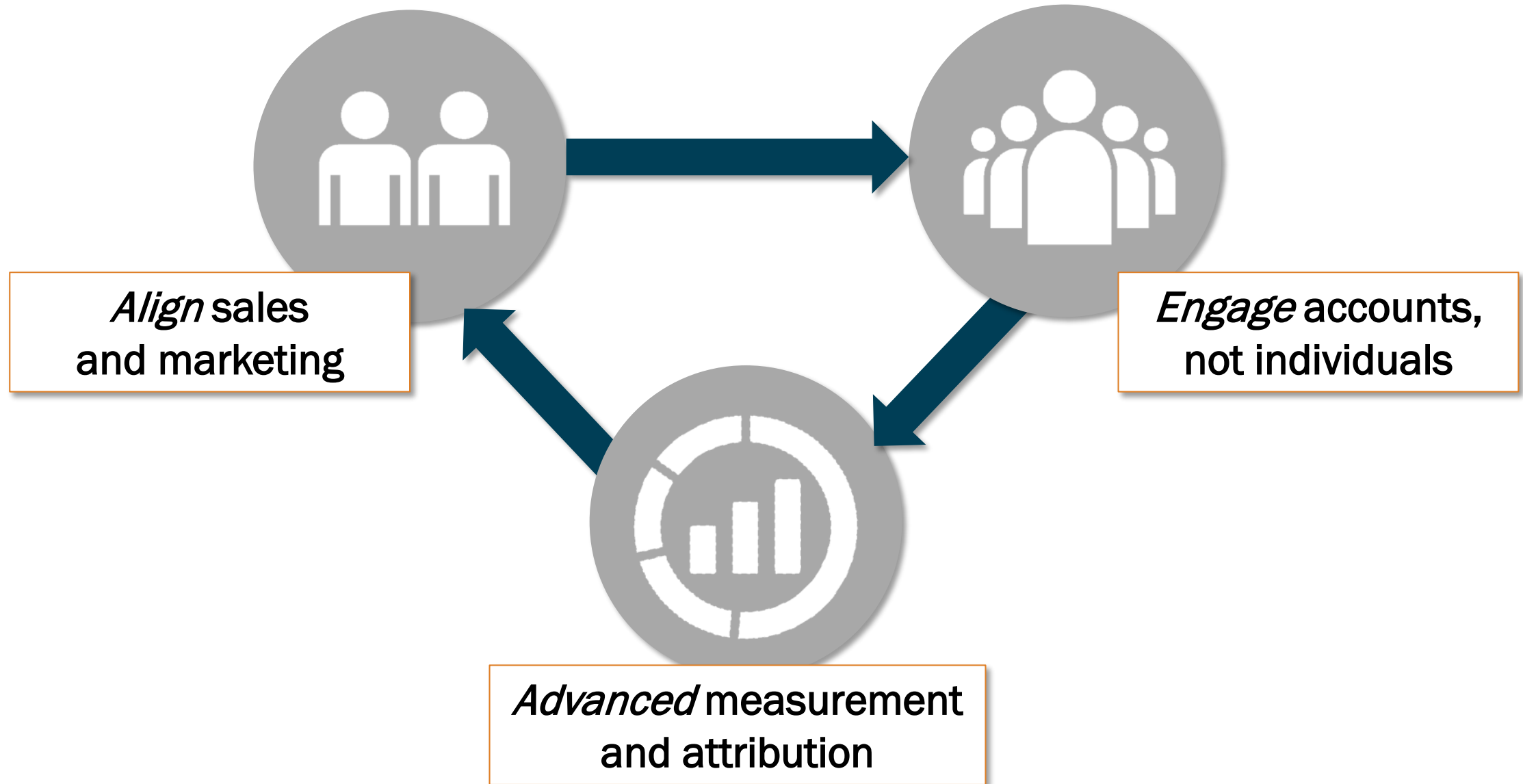
target accounts  
with content  
and display

## MEASURE



effectiveness  
with real-time  
attribution

# WHAT IS THE VALUE OF ABM?



*Clients & prospects are  
looking for solutions,  
**not your company.***

71% of B2B research begins with a general query\*

\*Source: ThinkWithGoogle



If you don't engage your accounts  
with relevant messaging, they are less  
likely to trust your solutions

The buying committees  
are **larger** and  
more **diverse** than ever

Members of the buying committee are **simultaneously**  
at different stages of the buying process

\*Source: SiriusDecisions



Using single channel approaches  
will not get your message  
out at the scale you need

*Marketers have shifted toward  
**data driven** account based marketing.*

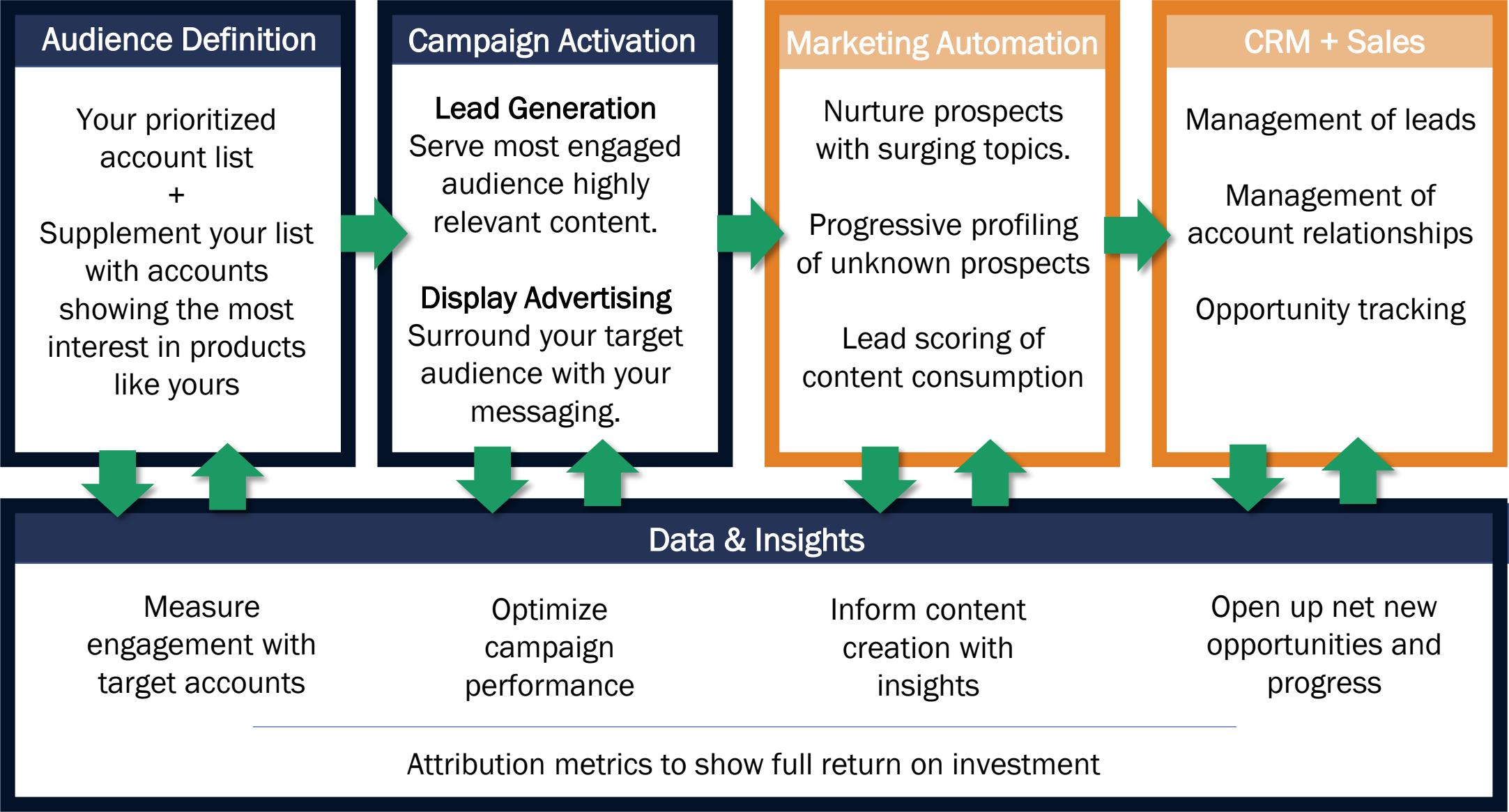
92% of companies recognize that ABM is essential\*

\*Source: SiriusDecisions



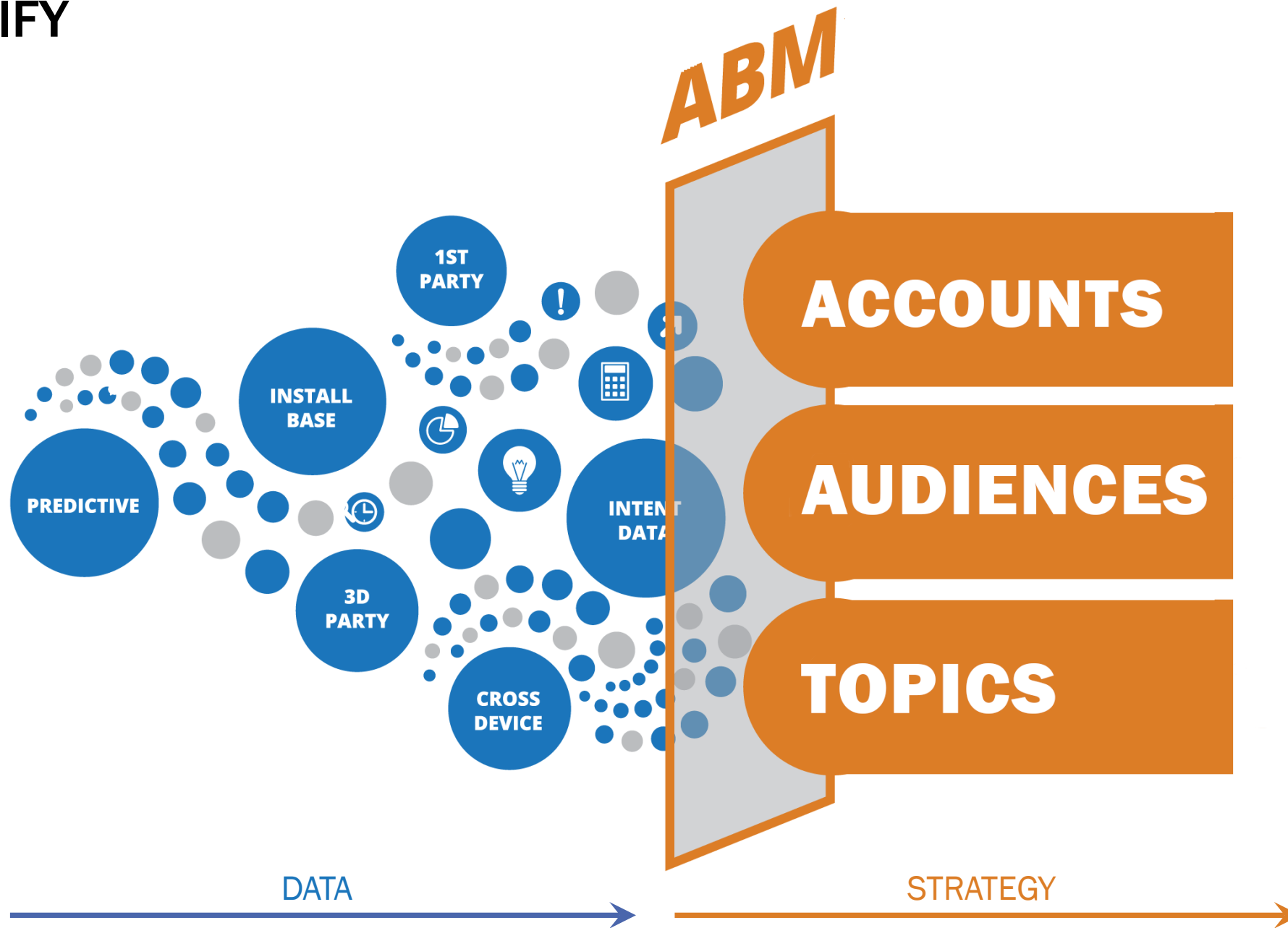
Traditional media platforms offer legacy metrics that won't help you understand who you are reaching

# ACCOUNT BASED MARKETING





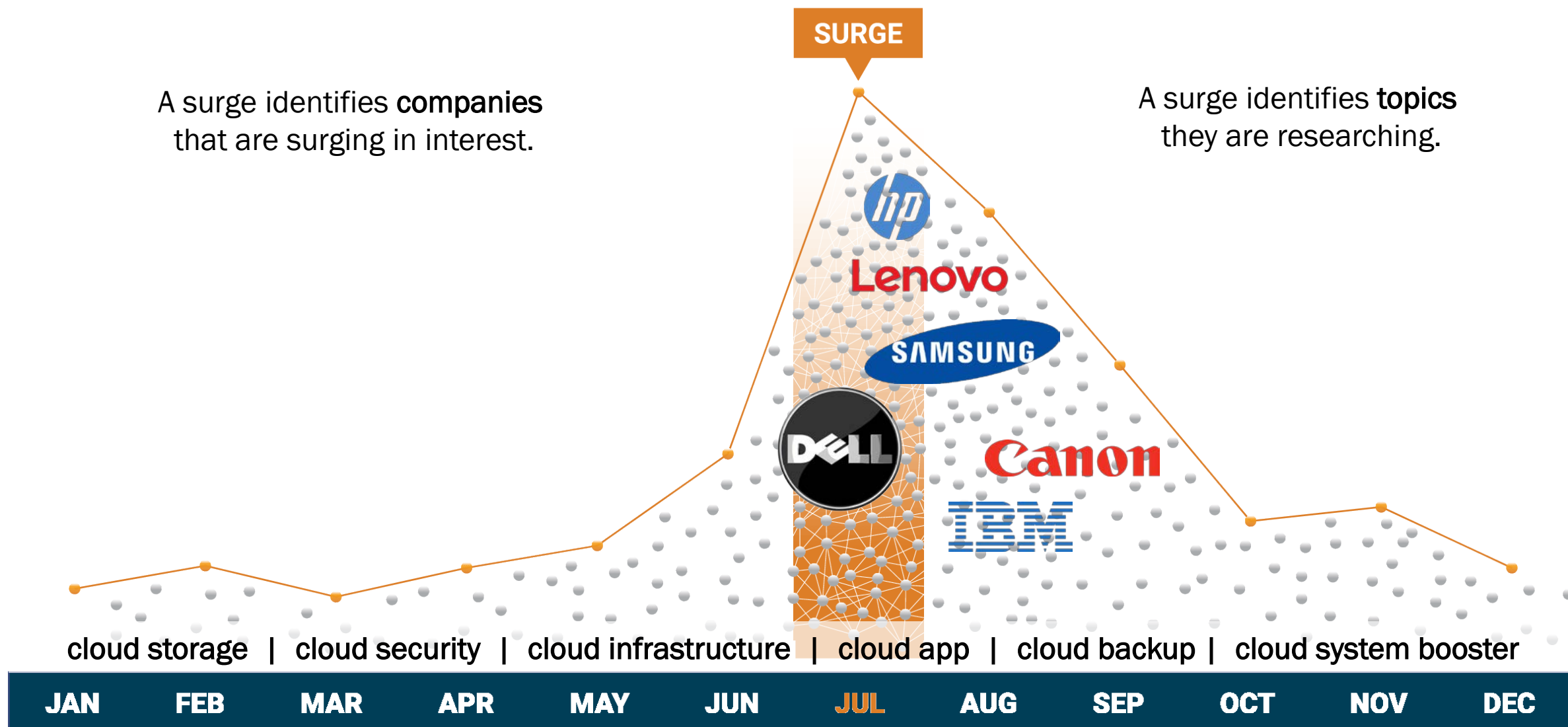
# IDENTIFY



# WHAT IS A SURGE?

A surge identifies **companies** that are surging in interest.

A surge identifies **topics** they are researching.



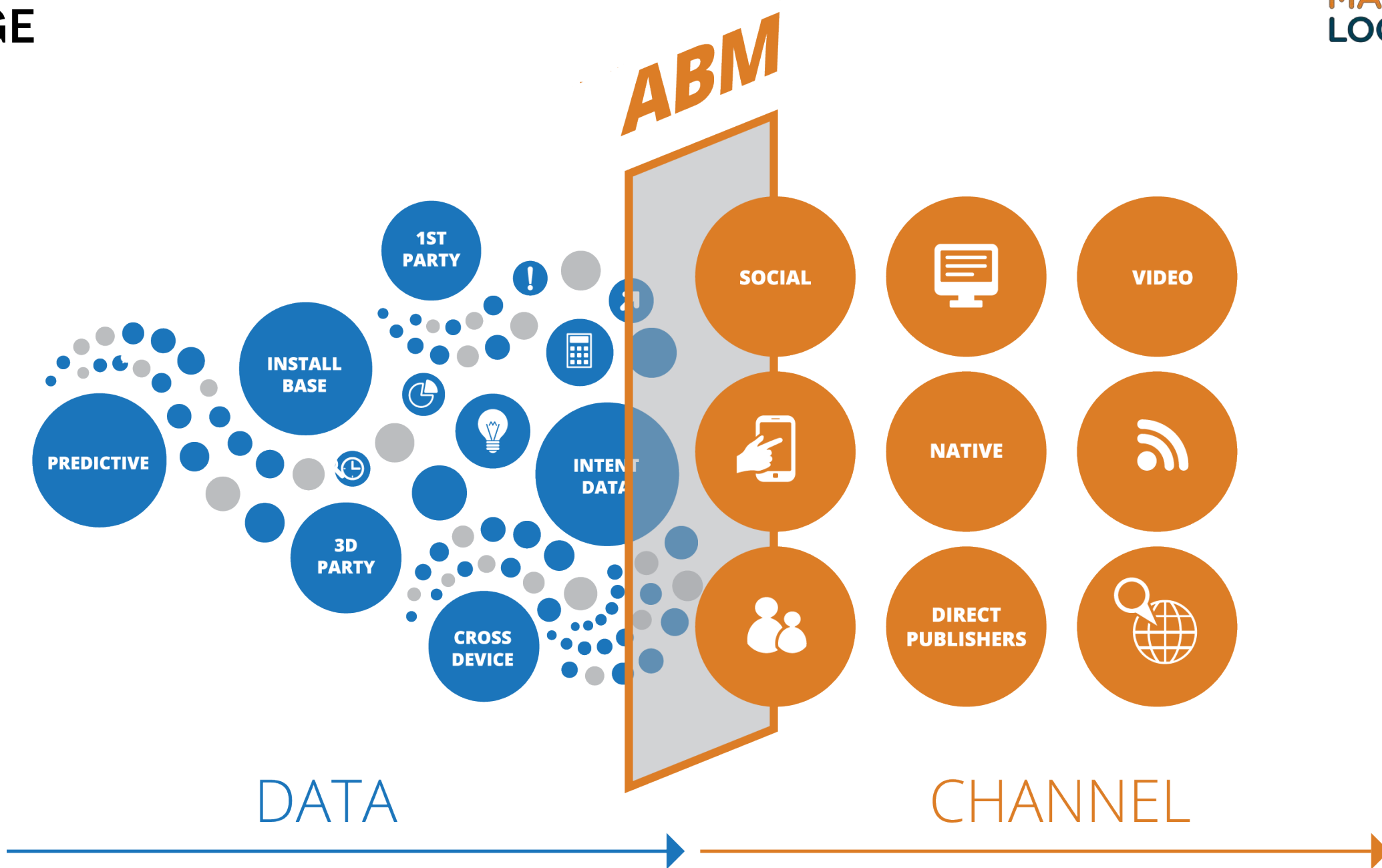
## SO YOU HAVE THE RIGHT AUDIENCE... BUT WHAT ABOUT THE RIGHT CONTENT?

78% believe that  
relevant content  
makes a brand  
more trustworthy

90% find relevant  
content useful for  
complex decision-  
making



# ENGAGE





# PERFORMANCE MEASUREMENT TACTICS



# PERFORMANCE



Are your data  
and media  
helping you  
engage the right  
accounts?

How deep into  
those accounts  
are your  
reaching?

**NURTURING**  
Which accounts are the  
***most engaged?***



# CONTENT STRATEGY

What topics are your target  
accounts *most interested* in?



# ASSET OPTIMIZATION

What assets are performing  
the best, *in real-time*?

# EVOLUTION OF DATA

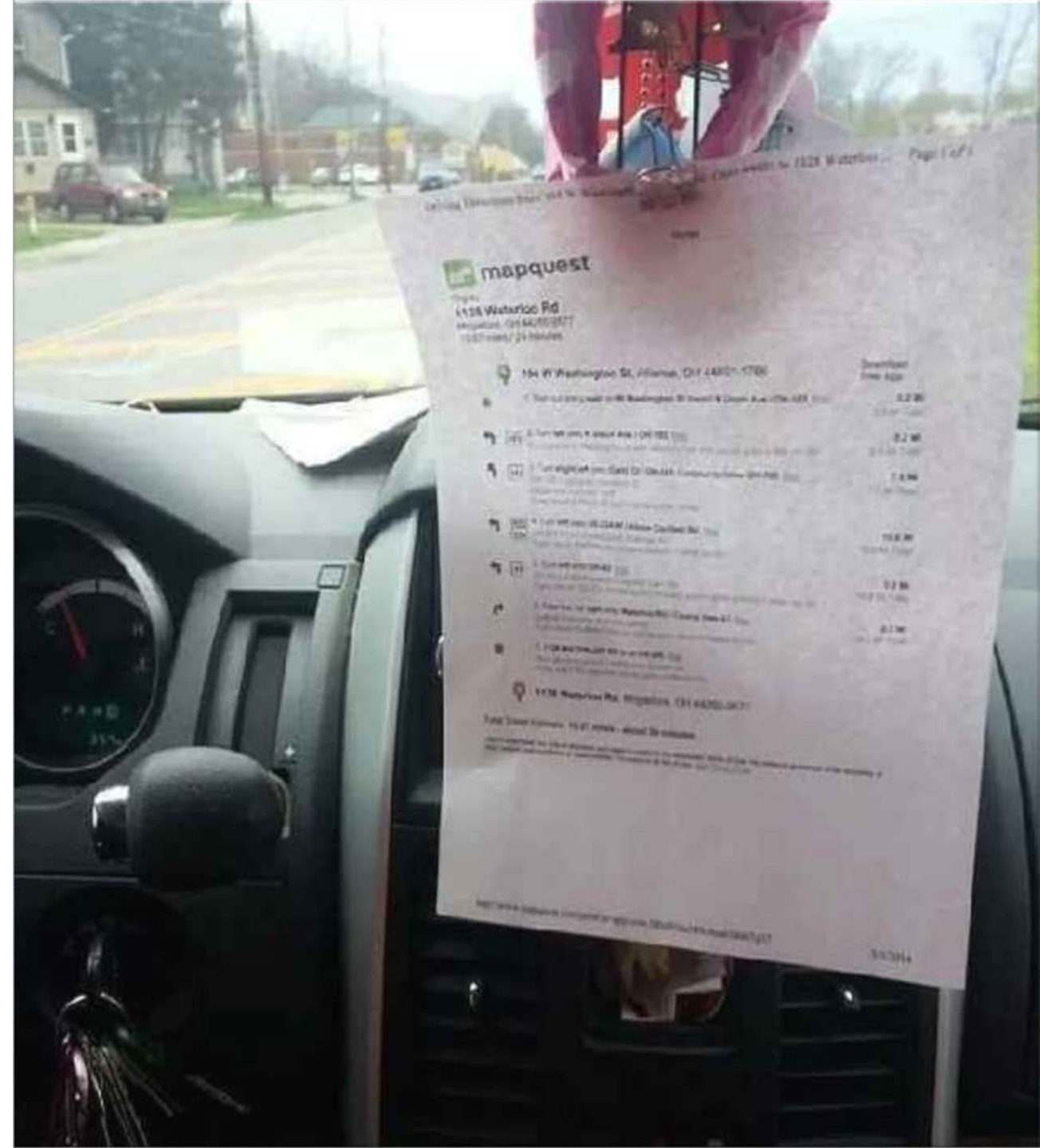


# ***YESTERDAY...***

## **MAPQUEST**

TRAVELING WITH STATIC DATA

- ✗ STATIC DATA
- ✗ NO UPDATED ROAD CONDITIONS
- ✗ NO INSIGHTS
- ✗ YOU COULD END UP IN THE WRONG PLACE



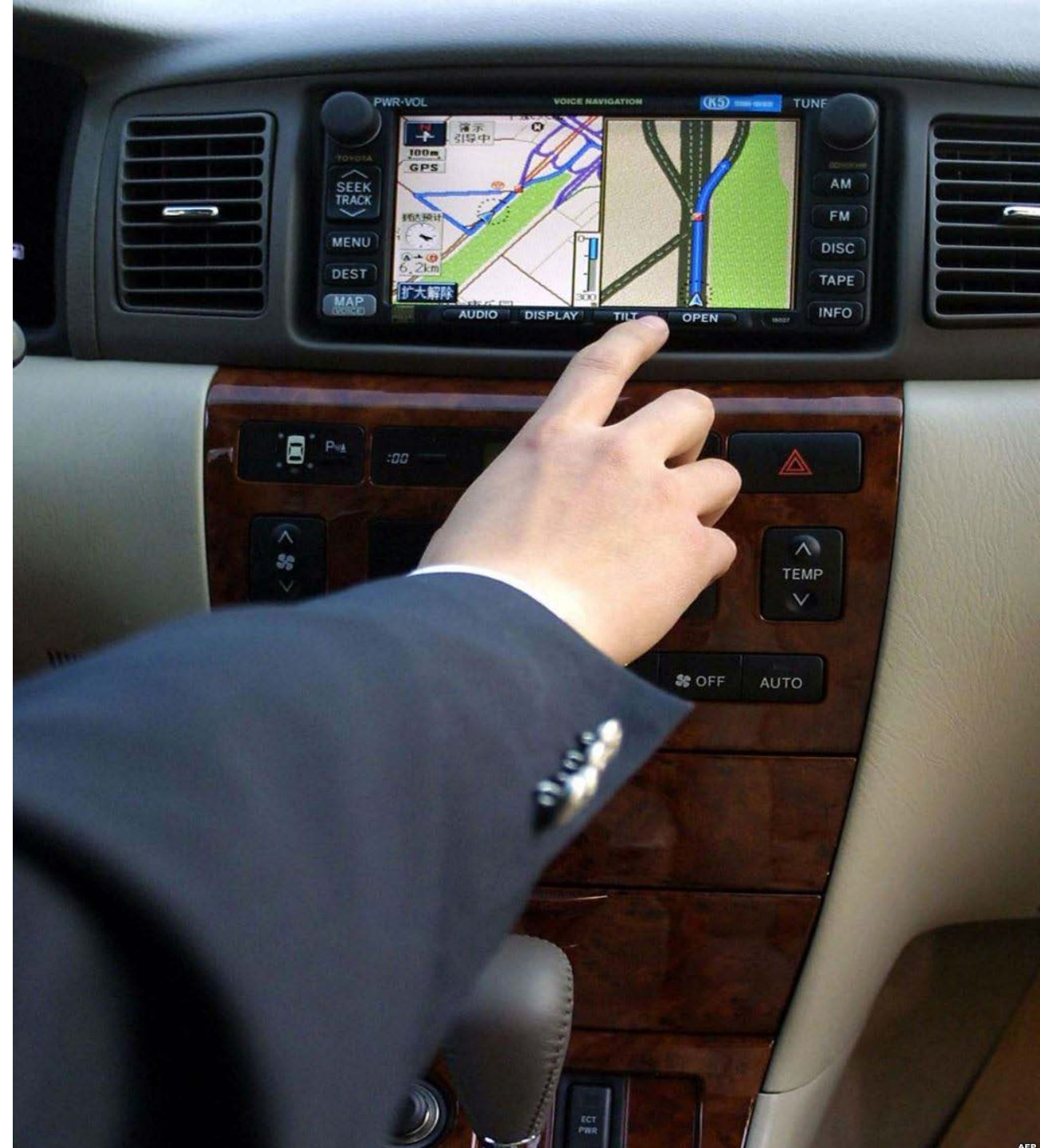


# TODAY

## GPS

TRAVELING WITH REAL-TIME DATA

- ✓ ACCOUNTS FOR ROAD CLOSURES
- ✓ SHOWS YOU EXACTLY WHERE YOU ARE
- ✓ YOU KNOW WHEN YOU ARRIVE
- ✓ ALWAYS ACCURATE
- ✓ CAN EVEN FIND BEST PIZZA NEAR YOU





# ABM IS LIKE GPS



Real-time view of  
the landscape



Know how each  
**account is behaving**



Know what companies are  
**currently researching**



Know what **research topics**  
companies are consuming



Know what content is **most  
effective, and when**



Understand how each tactic  
leads to **pipeline and conversion**

# CONTACT ME



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MADISON  
LOGIC

