

# Activate ABM™

Accelerate the Buying Journey with a Full-Funnel Always-On ABM Strategy

Marketers leveraging Madison Logic see the impact

**32%** Lift in Engagement

**28%** Faster Sales Cycle

**17%** Increase in Pipeline

Madison Logic is the only **Activate ABM™ solution** that accelerates every stage of the buying journey. We combine market-leading intent data, multi-channel media activation and ROI metrics to drive quality engagement throughout the buying journey.

With a data-driven approach, B2B marketers prioritize in-market accounts, create a deeper reach across multiple channels, and personalize interactions at every stage of the sales cycle.

*"We use Madison Logic's intent data to help us maximize the effectiveness of our marketing spend. Intent helps us further tighten our target accounts. And we use ABM Content Syndication and ABM Display Advertising to help us get the right message to the right people within the right accounts at the right time."*



**Andrew Ward**  
Marketing Director  
**salesforce**

## The Advantage of Madison Logic



### Better insights:

Maximize engagement by dynamically targeting the accounts ready to buy



### Full-Funnel Engagement:

Capitalize on the leading media channels to create deeper connections with buying committees



### Clear Measurement

Track multi-channel pipeline impact and optimize with real-time performance metrics

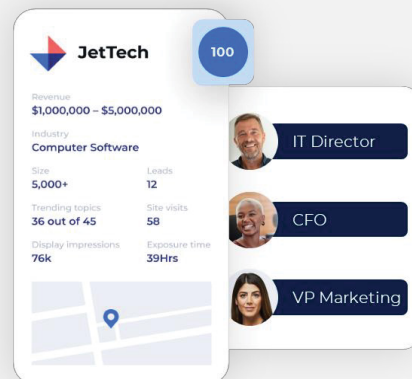
# A Comprehensive Approach to Drive Higher Conversion

LinkedIn study shows 5% of your accounts are in-market at any given time, making it hard to find, engage and convert prospects. Accelerate growth through an activation-first strategy to engage real buyers with meaningful experiences across the sales cycle.

## Identify the accounts most likely to convert

Maximize ROI on the high-value accounts with market-leading intent data

- Prioritize in-market accounts
- Identify members of the buying committee
- Uncover content most likely to convert



## Activate a multi-channel personalized experience across the buying stages

Convert buyers faster with a unified experience on the channels where they consume content

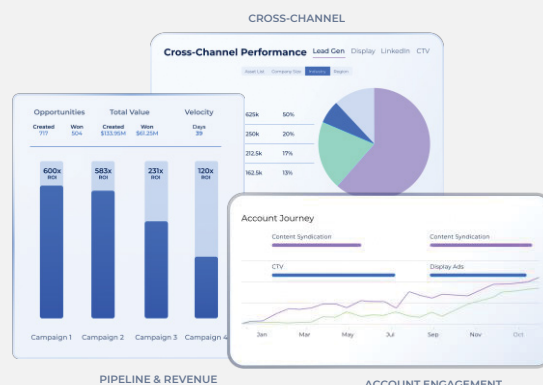
- Increase reach and ad frequency within target accounts
- Personalize buying experience to accelerate progression across the funnel
- Boost engagement throughout the entire sales cycle



## Measure impact on pipeline & revenue

Track the performance of multi-channel ABM in a unified view

- Demonstrate ROI and marketing impact on sales revenue
- Prioritize the next outreach activity based on insights into account journeys
- Enhance campaign engagement and optimize performance on all channels



**MADISON LOGIC.**

Madison Logic empowers fast-growing companies to convert their best accounts faster. Schedule a live demo to see our platform in action with a solutions expert.

[Book a demo today >](#)

[www.madisonlogic.com](http://www.madisonlogic.com)  
[contact@madisonlogic.com](mailto:contact@madisonlogic.com)