

Use advanced data-targeting to connect your marketing strategy directly to sales results

Account-Based Marketing (ABM) takes a strategic approach to target your defined organizations and decision-making personas. We use deep customer insight to create a personalized marketing program that engages your targeted accounts on the right media platform in order to drive business growth and impact.

The ABM Journey

The journey begins with a campaign strategy that includes defining audience personas at targeted accounts. We engage key prospects and continue to provide insight into their behavior. We further seek to influence them with high-value content at the moment they need it. Our client-specific dashboards present the campaign progress and the status of your targets in real-time, allowing for immediate follow-up.

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No content? No problem.

Our studio of writers and producers can develop relevant and compelling assets to support your ABM strategy. Ask your sales manager about special rates for ABM content development.

TARGET, DISCOVER, AND SPEND WISELY



For more details and to customize your program, contact:

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