

# ACCOUNT-BASED MARKETING (ABM)

## TIRED OF FILLING A BROKEN FUNNEL?



The traditional marketing funnel is not just leaky. It's broken. Fewer than 1% of leads that enter the top of the funnel ever become customers, simply because most are a poor fit from the start. For this reason, companies are turning to Account-Based Marketing (ABM) to focus on selling to their best-fit accounts: those most likely to buy and yield the highest returns.

## GREAT DATA IS THE FOUNDATION OF EFFECTIVE ABM



Effective ABM begins with exceptional data and intelligence. Analyzing the profiles of customers who are a great fit can reveal criteria needed to identify similar lookalike prospects and key contacts within those accounts. Armed with accurate contact details and deep intelligence, you can build a successful ABM strategy for meaningful engagement.

## THE TRADEOFF BETWEEN LEAD VOLUME AND REVENUE

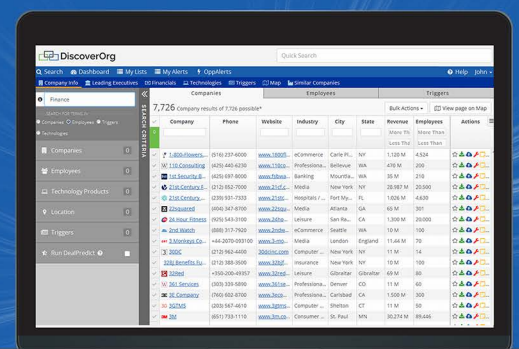


Despite universal acceptance of ABM principles—targeted, personalized, timely engagement—many marketers wrestle with implementing ABM, fearing a drop in lead volume. Will a larger pipeline and more revenue from fewer accounts offset the impact of fewer leads? To be successful, ABM simply can't match traditional marketing one-to-one. It has to scale. And it has to enable timely, personalized communications across multiple target accounts based on common characteristics.

## DISCOVERORG ENABLES ABM AT SCALE

By providing a stream of accurate account, contact, and buyer intelligence—including triggers, technographics, org charts, intent data, and firmographics—DiscoverOrg customers can create highly personalized communications that apply to multiple contacts and accounts.

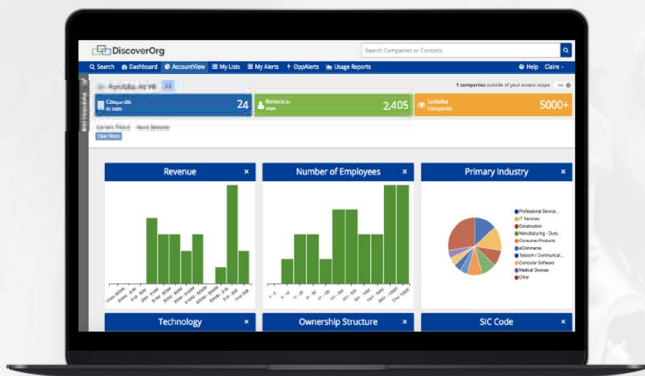
**DiscoverOrg is a must for sales and marketing teams to drive high-velocity growth through ABM at scale.**



Many platforms claim the ability to deliver the right message at the right time to the right contacts at the right accounts. The difference?

We deliver on that promise. Here's how we do it.

## IDENTIFY THE RIGHT ACCOUNTS



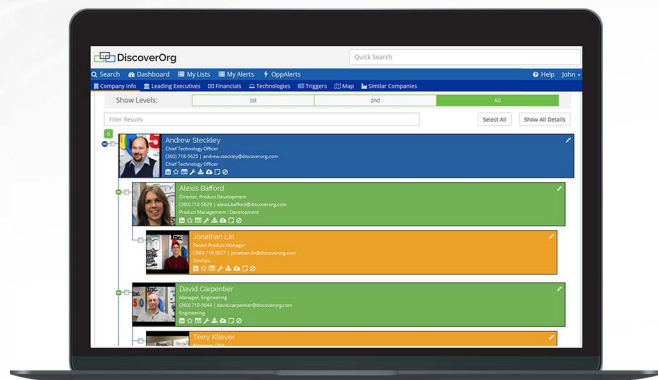
### LAY THE FOUNDATION FOR ABM AT SCALE

Uncover the defining attributes of your best customers, identify lookalike prospects, and build targeted lists for prospecting campaigns. Enable personalization at scale by finding accounts with similar technology profiles, purchasing signals, budgets, growth rates, firmographics, and more.

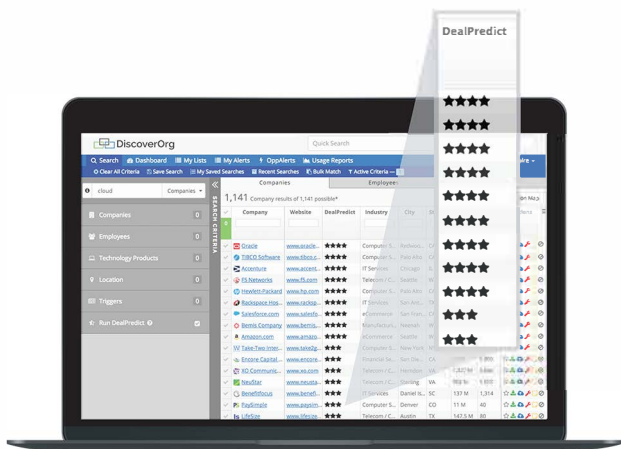
## EXPAND REACH TO THE RIGHT CONTACTS

### DISCOVER CONTACTS WITH CONTEXT

Find more line-of-business contacts equipped with direct-dial phone numbers and verified email addresses. Leverage detailed org charts to see hierarchical relationships and identify key decision makers and influencers in IT, Engineering, Finance, Sales, Marketing, HR, and the C-Suite.



## ENGAGE WITH THE RIGHT MESSAGE AT THE RIGHT TIME



### IMPROVE RESPONSE RATES WITH RELEVANT INSIGHTS

Tailor and personalize communications with insights drawn from over 60 data points tied to company and contact profile information. Score and rank accounts and contacts based on ideal customer profile criteria, buyer intent data, and triggers to prioritize follow-up and engage with the hottest prospects first.

IDENTIFY

EXPAND

ENGAGE