B2B MARKETING

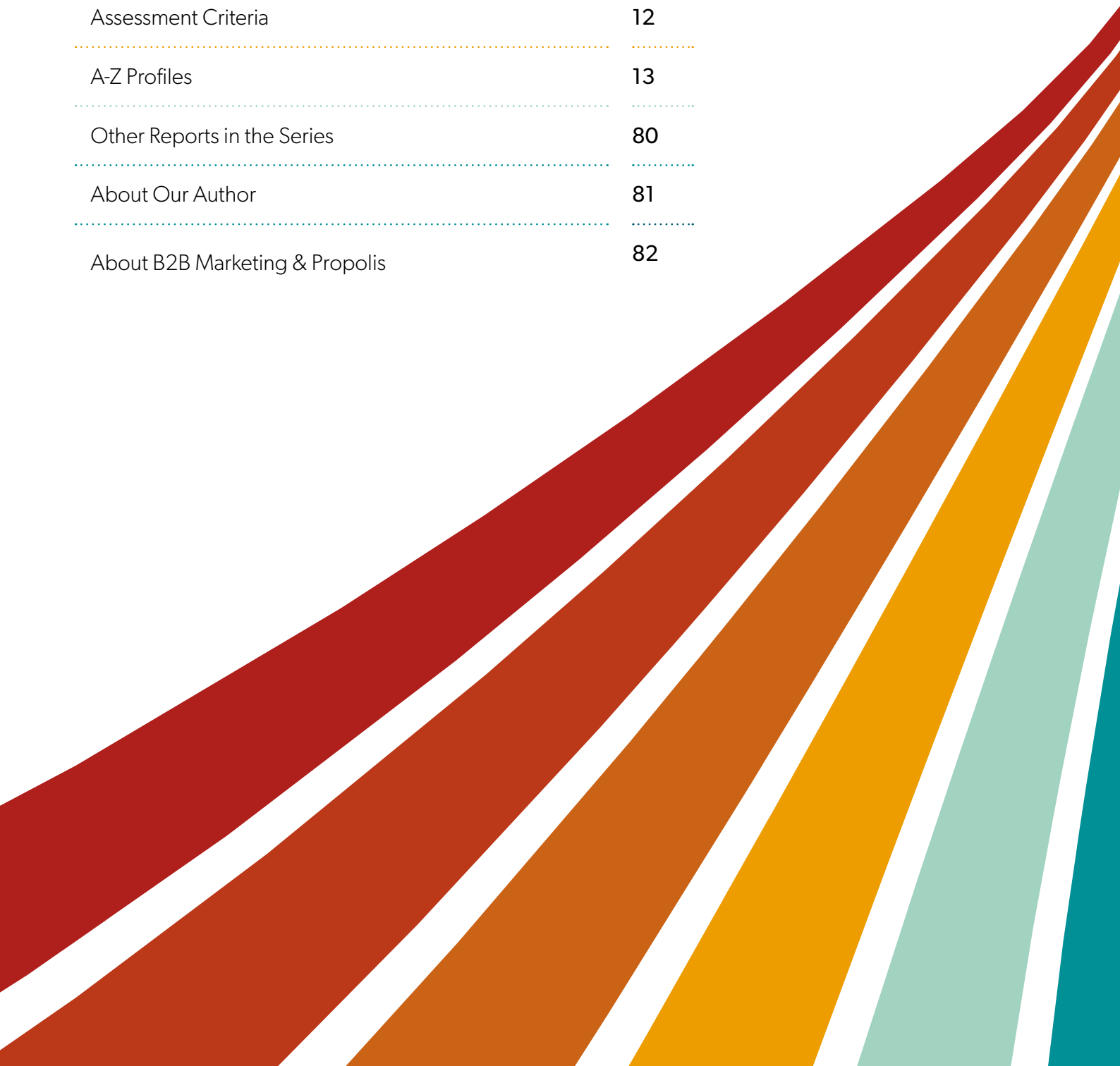
B2B Martech Vendor Spotlight Report: Account-Based Marketing

NOVEMBER 2025

B2BMARKETING.NET

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KAVITA SINGH
Head of Growth Solutions Content
B2B MARKETING

Stepping on the ABM acceleration pedal

Our 2025 ABM edition of the Martech Vendor Spotlight Report marks the third year we've explored this theme. And the consensus?

ABM has steadily evolved from a siloed program into a core GTM strategy. And the reason? Well, marketers are under intense pressure to deliver revenue and prove marketing's impact. Add AI into the mix, and it only accelerates the ABM possibilities.

As the market shifts, so does our report. At B2B Marketing, we believe the key to success in today's competitive climate is becoming a commercial marketer. This year, our Propolis ABM Expert, Robert Norum, shares insights on how to link ABM to commercial success - tailored specifically to the type of ABM you're running.

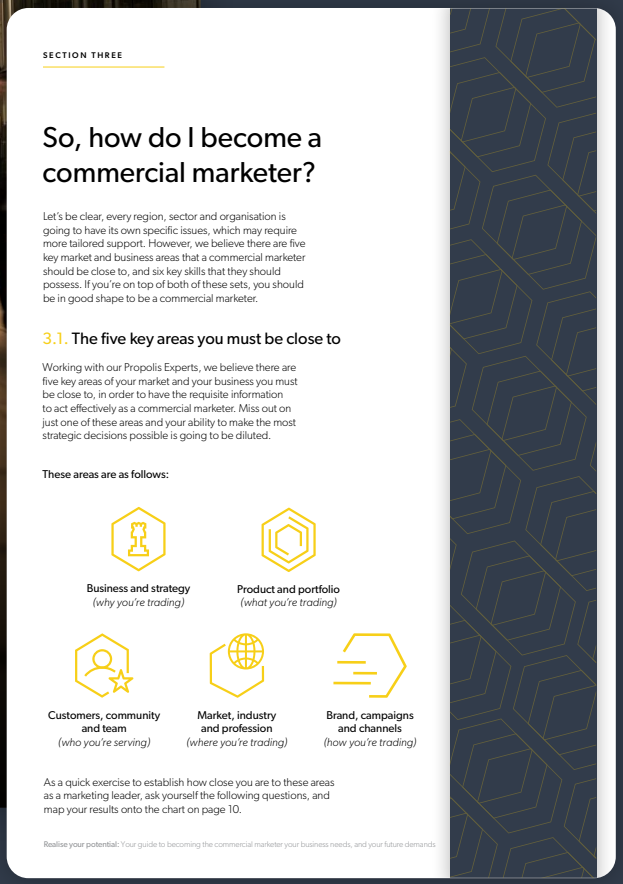
So, what else can you expect in this year's report? Our ABM Ecosystem has returned. The graphic illustrates the technologies you should be using based on your maturity and stage in the ABM journey. From personalization to CRM, ROMI dashboards and more, we break it all down for you. It's worth noting that we sense-checked our graphic to ensure the accuracy of each vendors' capabilities.

On top of that, we also cover the essential information every marketer needs from a vendor. We address each tech's ABM capabilities, a list of their features, whether they offer a free trial and a direct link to their site. Designed to be clear and comparable, these profiles help you fast-track ABM tech buying decisions.

With this combination of expert guidance, ecosystem insights, and vendor deep-dives, our goal is to make this report your go-to resource for navigating ABM in 2025.

We hope you enjoy this report!





SECTION THREE

So, how do I become a commercial marketer?

Let's be clear, every region, sector and organisation is going to have its own specific issues, which may require more tailored support. However, we believe there are five key market and business areas that a commercial marketer should be close to, and six key skills that they should possess. If you're on top of both of these sets, you should be in good shape to be a commercial marketer.

3.1. The five key areas you must be close to

Working with our Propolis Experts, we believe there are five key areas of your market and your business you must be close to, in order to have the requisite information to act effectively as a commercial marketer. Miss out on just one of these areas and your ability to make the most strategic decisions possible is going to be diluted.

These areas are as follows:

Business and strategy
(why you're trading)

Product and portfolio
(what you're trading)

Customers, community and team
(who you're serving)

Market, industry and profession
(where you're trading)

Brand, campaigns and channels
(how you're trading)

As a quick exercise to establish how close you are to these areas as a marketing leader, ask yourself the following questions, and map your results onto the chart on page 10.

Discover the six essential skills every B2B marketer needs to prove their impact.

Find your free report — just search 'B2B Commercial Marketer Skills Guide' on your preferred platform.

How Can ABM Lead to Commercial Success in B2B Marketing? We Spoke with Robert Norum





Time has flown by since the last ABM (account-based marketing) edition of our martech report. And before you find the perfect tech tool(s) for your business, read on to find out what's changed in the ABM industry, how it connects to commercial success and how AI can be used to enhance your ABM program. Kavita Singh, *Head of Growth Solutions Content*, **B2B Marketing** spoke with Robert Norum, *ABM & Demand Generation Expert*, **Propolis** to discuss all.

What's new in ABM? The impact of its challenges



In our previous 2024 Martech Vendor Spotlight Report, Marta George, *Head of EMEA ABM Programs*, **Ping Identity** said: *"ABM is quickly becoming a key go-to-market strategy for many companies. ABM is about designing long-term, highly personalized campaigns for specific accounts. It requires a deep focus on strategy and data analysis. I find the integration of AI incredibly exciting, and I'm eager to see how we can further leverage the rapidly growing AI market in our ABM efforts."*

Fast forward a year and as we reflected on the state of ABM, we saw that this sentiment has only accelerated from both a GTM and AI perspective. In a market where the pressure to deliver ROI and commercial success is at an all time high, ABM can enable higher conversion rates and efficient resource allocation when backed by a strategic framework tailored to your business needs.

Robert said: *"ABM is increasingly being seen as the primary go-to market strategy for companies – particularly in the enterprise space. I see clients moving away from seeing ABM as just one of many marketing tactics that they need to pilot to take a more strategic approach to their most important accounts and prospects."*

To address Marta's second sentiment, there's no question that AI has been making a really big difference as well. Companies are starting to realize that AI can be used to help them personalize accounts and automate tasks. And perhaps a year ago, there was a lot more curiosity about AI; whereas now, AI can be embedded in various stages of the ABM journey and for different use cases.

As an example, Robert said: *"AI is definitely enabling companies to intensify and scale their ABM programs. If you look at the mix, you start by using AI-driven research to give you insight into the market, into accounts and potentially even key stakeholders in the buying group. You can then create master content that you can personalize using AI for each market segment, each account and potentially even for each individual. Then of course you can use AI to track the engagement and results. So AI is the great accelerator for ABM across the board."*

What does commercial success look like for each ABM type?

Along with AI acceleration, we also acknowledged in our **Propolis Index Report** that B2B marketers are not only busier than ever but met with an enormous pressure to deliver on revenue. Which is why in today's market, it's become more essential than ever to become a commercial marketer.

When you're able to master both the skills and key areas of your market, you'll have the knowledge, ability and influence to show your business the key to long-term success. And as ABM has evolved into a go-to-market strategy for many, Robert has outlined the different success metrics based on the type of ABM.

One-to-one:

At the most targeted level, one-to-one ABM is typically focused on high-value opportunities, which are often tied to an RFP or major bid process. These deals are usually with existing customers that the business already has a degree of familiarity with. Given the significant investment required, it's essential to carefully select accounts. Because of this, Robert suggests applying a scorecard across three categories:

- **Size of opportunity:** Aligned to the Ideal Customer Profile (ICP) and market potential.
- **Achievability:** Based on the organization's current relationships, resources and access.
- **Internal alignment:** Ensuring sales, marketing and customer success teams are working in lockstep.

The payoff? Measurable commercial impact. Robert said: *"I think without question, when you think about one-to-one ABM, it's about significant revenue opportunities. It's about landing and closing deals."*

One-to-few:

In one-to-few ABM, you're usually targeting 10 to 20 companies in a vertical. And as a result, the approach needs to strike a balance between focus and scale. These accounts may include existing customers for upselling and cross-selling, as well as brand new prospects. And with one-to-few, the success metrics shift slightly. As Robert noted, revenue remains the ultimate goal, but the realistic metrics include:

- **Qualified opportunities:** For opening up new conversations.
- **New pipeline:** For building momentum with targeted clusters.
- **Broader stakeholder engagement:** Reaching multiple stakeholders across the buying group, deepening relationships, and supplying tailored content.

One-to-many:

With one-to-many ABM, this might be the most difficult to track because you're looking at 100s or 1000s of companies. However, this approach lays the foundation for long-term growth. Robert said that it's less about immediate revenue in this case and more about building recognition and trust, which can later convert into qualified opportunities. So commercial success is measured broadly by:

- **Brand awareness:** Making the right organizations aware of your business.
- **Recognition and trust:** Earning a place in the consideration stage.
- **Early-stage engagement:** Sparking initial interest.

As brand awareness can be difficult to measure, we dive into "account-based branding" and how it can help build trust at scale. (see boxout)

Robert points out that this is a simplistic way of looking at ABM but if you want to ensure you're staying on the right track, these metrics are good to keep in mind throughout your ABM journey.

Not sure how to measure brand recognition?

Robert suggests measuring brand recognition by focusing on *"account-based branding"* for a targeted audience (AKA narrowing down your list to the companies you absolutely want to reach). Instead of looking at the total addressable market, the goal is to raise brand awareness, engagement, trust, and credibility within these specific accounts.

He explains that this can be quantified by demonstrating that content and the brand are being put in front of these target organizations through things such as digital advertising campaigns, outreach, and syndicated content. And then you can measure early stage engagement. Additionally, if an intent platform is available, their relative intent can be tracked over time.

Robert anticipates that a small percentage (e.g. 10-20%) of these targeted organizations might engage meaningfully in the first year. From that engaged group, a smaller percentage (e.g., 10-20%) might then become real, live opportunities, leading to pipeline. This shows a journey from brand recognition to brand engagement, to early-stage engagement around specific opportunities, and eventually to pipeline, demonstrating that *"you're moving the dial."* It might not be a quick process but this ultimately builds pipeline and revenue opportunities over time.

Proving ROI to your C-Suite

Now that we have the success metrics to work towards, how do you prove ROI and marketing impact? Well first, you need to be speaking the language of your C-suite. And in order to do that, you need to know what your business objectives are in the first place.

As Robert says: *"There's no point coming up with an ABM program without actually understanding what's important to the business. Start at the beginning, which is around what you're trying to achieve with existing customers: upsell, cross-sell, utilization, renewals? Then question, where are we looking to win major bids and RFPs? And how many new accounts do we need to bring into the pipeline next year?"*

And from that perspective, you have to start communicating to the CFO or CRO. And for the most part, they're not interested in any of the traditional marketing metrics such as clicks, downloads and open rates. Instead, marketers should demonstrate how ABM addresses executive concerns and shows a clear path to revenue. And if you can understand what's keeping your C-suite awake at night, then you'll be able to showcase success.

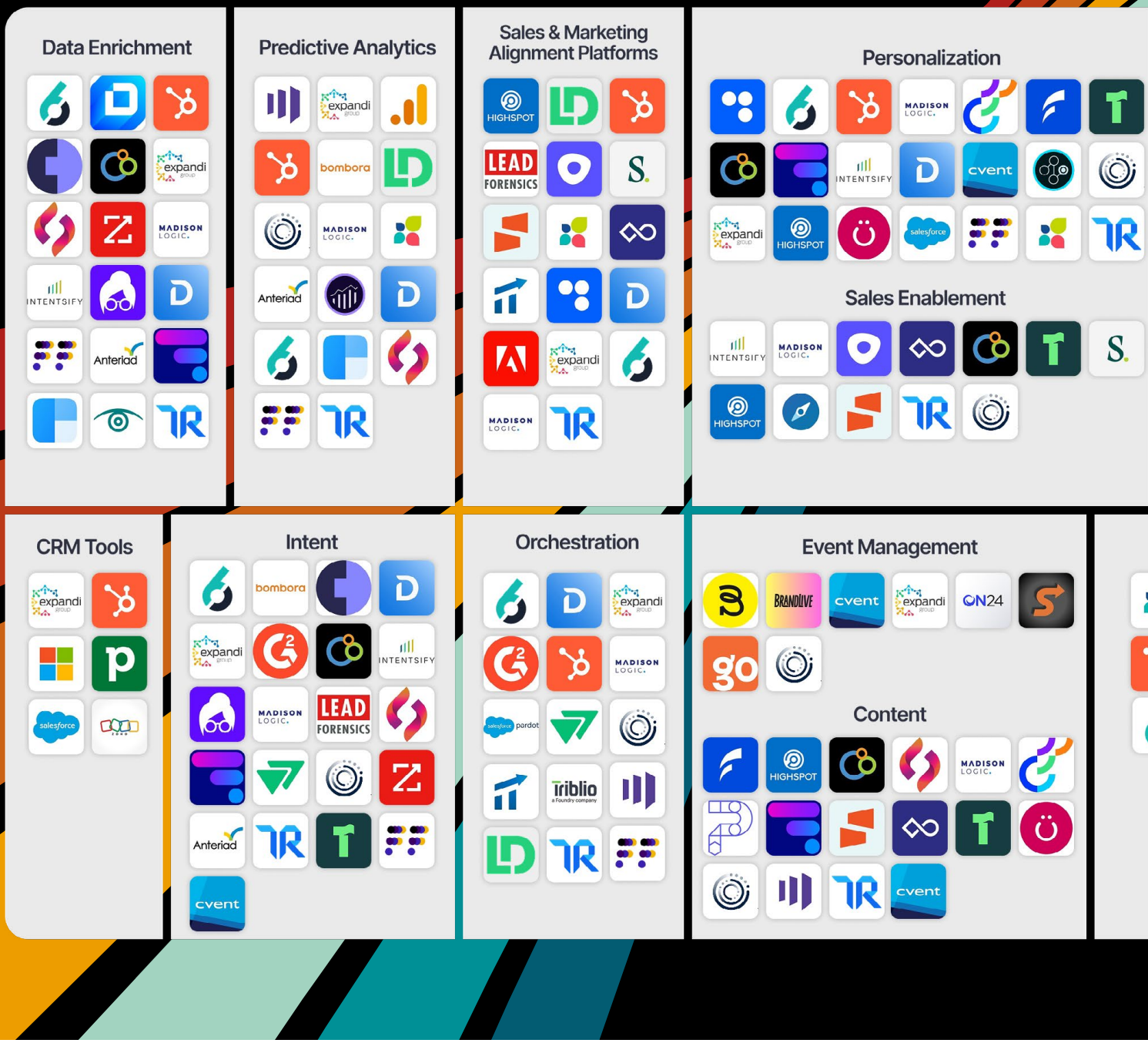
Finally? Create staging posts. Show the customer journey and how engagement leads to genuine pipeline and revenue opportunities. He explained: *"So even though we might say 'okay out of 1000 companies, only 10% of them are going to engage; only 10% of those are going to become pipeline in year one. If we can actually show them the journey we're taking people on and we can demonstrate the importance of engagement before they come to market, then I think they would understand that. Ultimately, of course, we are trying to get to a place where we're showing pipeline and opportunities for revenue."*

The future of AI and its role in ABM

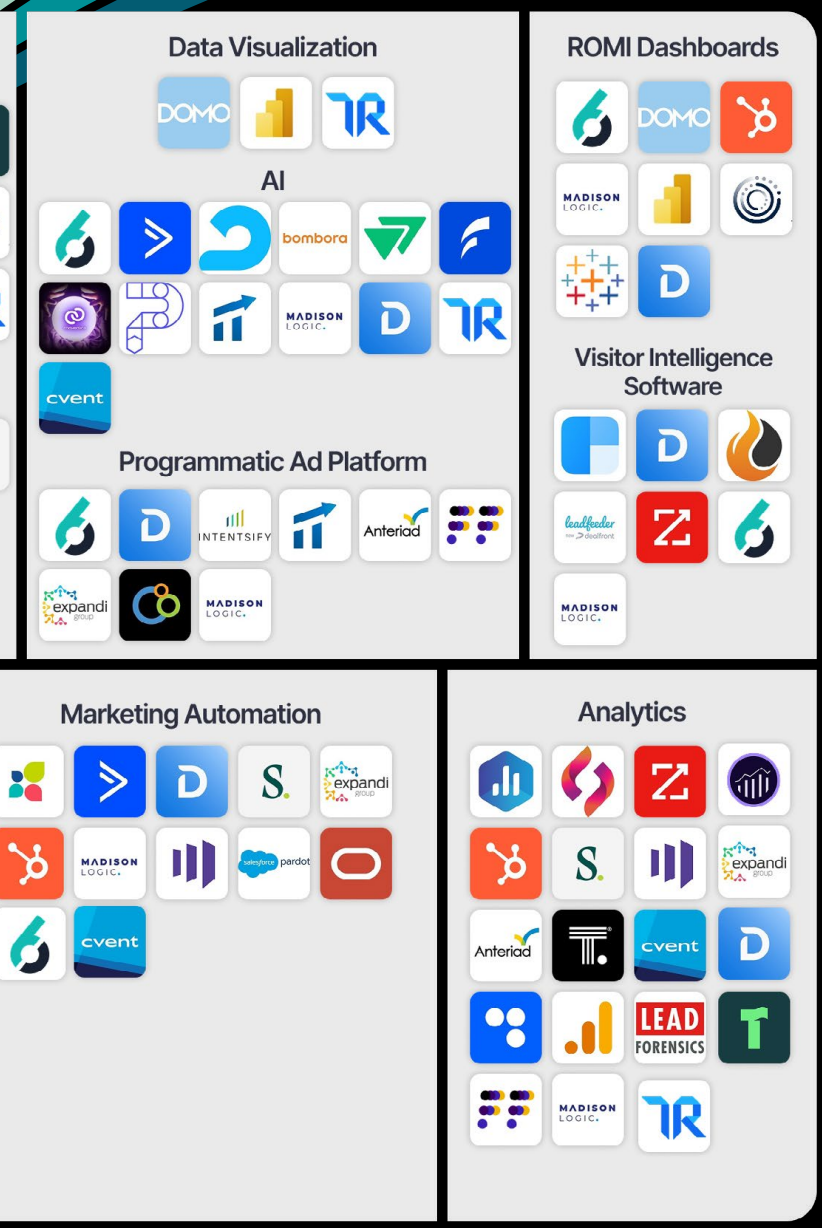
Now that we've established what a successful ABM program looks like in terms of ROI, what's next in the industry? As Robert has mentioned, showcasing the actual journey taken for each customer can highlight the importance of engagement at various stages. And for that reason, the future of ABM will most definitely involve a full-funnel approach; this means joining the dots across the entire customer lifecycle, from brand building and engagement through to closing deals, cross-selling, customer satisfaction and renewals.

As always, successful ABM programs are backed by strategic planning, budgeting resources appropriately and leveraging intent platforms and AI to maximize success. If you can understand the link between your ABM program and commercial success, then you'll be able to create a framework suited for your company. And while AI is never going to replace the need for this, it can definitely be used to make your ABM journey easier and automate tasks that would normally eat up your time.

Robert said: *"In the future, AI is going to be driving the agenda to a considerable degree, so finding the right tools and partners will be really important. I think data is still a huge issue as people are still wrestling to integrate data from multiple sources. So I think from that perspective, creating a single view of the customer all the way through the customer lifecycle is going to be mission critical."*



Act-On
ActiveCampaign
Adobe
Adobe Analytics
Adobe Target
AdRoll
Anteriad
Bizzabo
BlueConic
Bombora
Brandlive
Clearbit by Hubspot
Cognism
Conversica
Cvent
Databox
Datanyze
Demandbase
DOMO
Expandi Group
Folloze
FunnelFuel
Google Analytics
G2 Buyer Intent
Highspot
Hubspot
Informa TechTarget
Intentsify
Kickfire
Lead Forensics
Leadfeeder
Leadspace



ABM Technology Ecosystem

Last year, we spoke to B2B marketers to understand exactly what they need when it comes to ABM. The response? A guide to which technologies they should consider using at each stage of their ABM strategy. With that in mind, we're proud to present our 2025 ABM tech ecosystem.

- LeanData
- LinkedIn Sales Navigator
- Lusha
- Madison Logic
- Marketo
- Microsoft Dynamics 365
- ON24
- Optimizely
- Oracle Eloqua
- Outreach
- Pardot by Salesforce
- PathFactory
- Pipedrive
- Pipeline 360
- Power BI
- Rollworks
- Salesforce
- Salesloft
- Seismic
- Sendoso
- Showpad
- Swoogo
- Tableau
- Terminus
- ThoughtSpot
- Triblio (Foundry)
- TrustRadius
  an HG Insights Company
- Turtl
- Uberflip
- Zoho
- ZoomInfo
- 6sense

Assessment Criteria

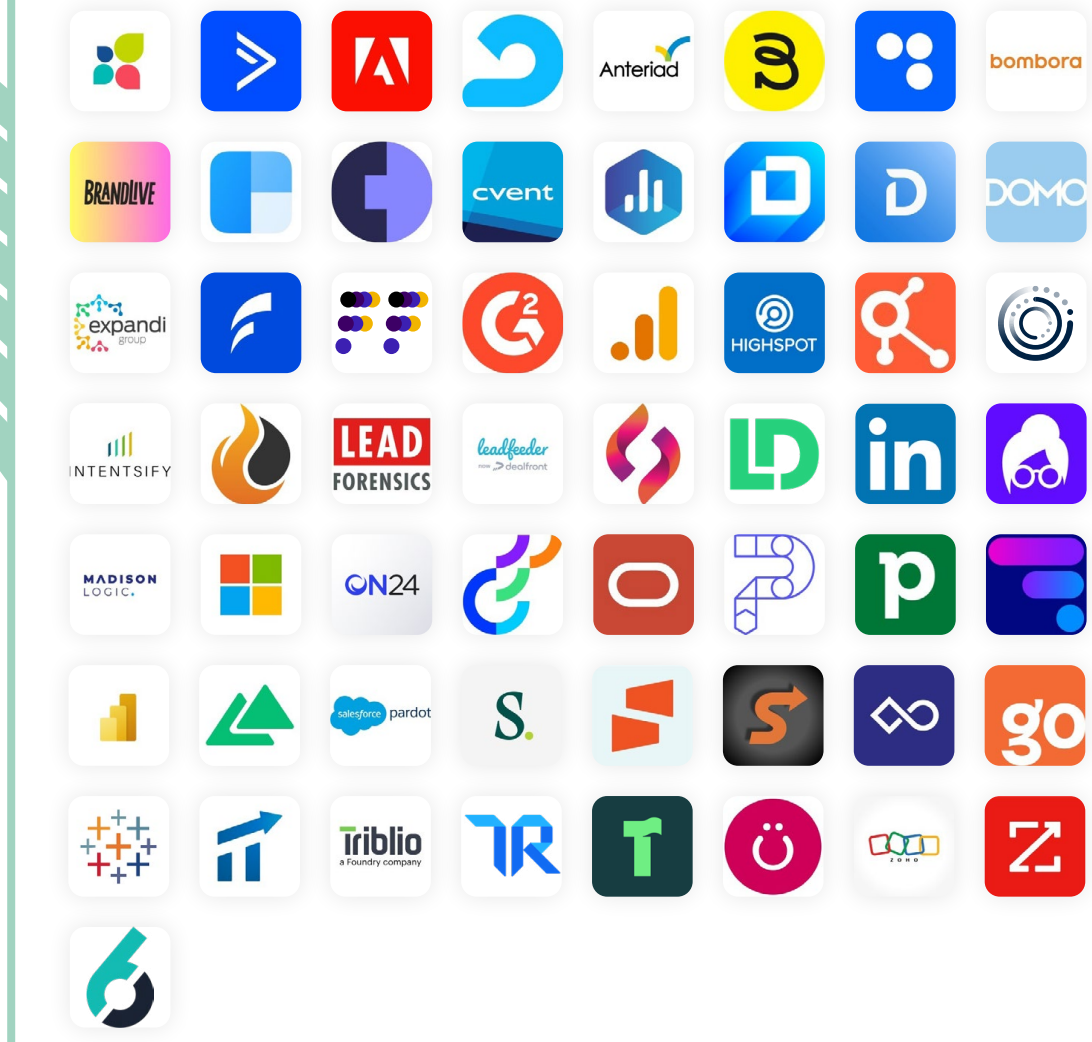
For each ABM profile in this report, we evaluated each platform's website and looked at third-party blogs, reviews and other online resources to collate the information. To ensure the profiles were as accurate as possible, we also sent out a survey to each vendor so they can have the opportunity to list their capabilities and functionality themselves.

Each platform listed includes:

- A short description of the platform.
- A list of some of its best features.
- A hyperlink to their website.

**Each platform was also contacted to see if they wanted to include a customer testimonial, which was an optional addition to each profile.*

A-Z Profiles


Anteriad
bombora
BRANDLIVE
cvent
DOMO
expandi
group
HIGHSPOT
INTENTSIFY
LEAD
FORENSICS
leadfeeder
dealfront
MADISON
LOGIC.
ON24
salesforce
pardot
triblio
a Foundry company
go

Act-On

What does it do?

Act-On is a marketing automation platform that helps ABM teams engage high-value accounts through personalized, multi-channel campaigns. Marketers can coordinate with sales, nurture buying groups through targeted outreach, and connect activities directly to pipeline impact. With built-in scoring, segmentation, and CRM integrations, Act-On provides a clear view of account engagement and revenue influence. Dashboards surface account-level insights so teams can optimize campaigns, home in on the most engaged decision-makers, and prove measurable business outcomes.

A look at some of its features:

- **Email and Nurture Campaign Automation:** Delivers automated campaigns across email and forms.
- **Account Segmentation and Scoring:** Groups accounts by firmographics and engagement; rank by readiness to buy.
- **Dynamic Landing Pages and Forms:** Personalizes content for specific accounts to improve conversion.
- **Account Engagement Dashboards:** Tracks account-level activity and ROI.
- **CRM and MAP Integrations:** Syncs with Salesforce, Microsoft Dynamics, and other marketing platforms.

Does it offer a free trial? Yes

act-on.com

ActiveCampaign

What does it do?

ActiveCampaign is a customer experience automation platform that helps ABM teams deliver personalized campaigns across email, SMS, WhatsApp, and web. The platform enables marketers to segment accounts, automate outreach, and track engagement across the buyer journey. With lead and account scoring, teams can focus on prospects most likely to convert, while dynamic content ensures outreach is timely and relevant. Its built-in CRM and wide integrations provide a unified account view, and dashboards give visibility into engagement, campaign performance, and pipeline impact.

A look at some of its features:

- **Omnichannel Automation Builder:** Runs campaigns across email, SMS, WhatsApp, and web messaging.
- **Advanced Audience Segmentation:** Groups accounts by firmographics, behaviors, and intent.
- **Predictive Lead and Account Scoring:** Ranks accounts based on engagement and conversion likelihood.
- **Dynamic Content Personalization:** Customizes emails, landing pages, and web experiences per account.
- **Native CRM and App Integrations:** Syncs with Salesforce, HubSpot, Microsoft Dynamics, and many more tools.
- **Analytics and Reporting:** Tracks engagement, campaign success, and account-level ROI.

Does it offer a free trial? Yes

activecampaign.com

Adobe Experience Cloud

What does it do?

Adobe Experience Cloud is a suite of enterprise marketing tools that help organizations to deliver personalized, data-driven experiences at scale. For ABM, it brings together Adobe Analytics, Adobe Target, and Marketo Engage to help teams identify strategic accounts, understand behavior in real time, personalize digital touchpoints, and nurture buying groups through multichannel campaigns. With advanced attribution and reporting, the goal is to help marketers directly link ABM initiatives to pipeline and revenue, while integrations with CRM and advertising platforms are designed to better align with sales.

A look at some of its features:

- **Adobe Analytics:** Tracks account activity and provides insights into engagement and buying signals.
- **Adobe Target:** Customizes website and digital experiences for named accounts and decision-makers.
- **Marketo Engage:** Automates multichannel campaigns and lead nurturing aligned to ABM strategies.
- **Data Integration:** Combines first- and third-party data to build rich account profiles.
- **Advanced Attribution Models:** Measures the contribution of ABM campaigns to pipeline and revenue.
- **CRM and Ad Platform Integrations:** Connects with Salesforce, Microsoft Dynamics, and LinkedIn Ads.

Does it offer a free trial? No

business.adobe.com/uk

AdRoll

What does it do?

AdRoll is a digital marketing platform specializing in retargeting and programmatic advertising. For ABM, it lets marketers deliver personalized, cross-channel campaigns that keep priority accounts engaged across the buying journey. By aligning ad campaigns with ABM account lists, AdRoll shows decision-makers targeted display, social, and email messages consistently. Cross-channel automation creates joined up experiences, while attribution and reporting tools measure pipeline and revenue impact. With integrations into CRM and MAP platforms, AdRoll links advertising activity directly to wider sales and marketing workflows.

A look at some of its features:

- **Retargeting Ads:** Delivers tailored display and social campaigns to target accounts.
- **ABM Audience Segmentation:** Aligns audiences with account-based lists.
- **Cross-Channel Campaign Automation:** Runs programs across web, social, and email.
- **Attribution and Revenue Impact Reporting:** Measures engagement and ROI at the account level.
- **CRM and MAP Integrations:** Syncs ad insights into sales and marketing systems.

Does it offer a free trial? Yes

adroll.com

Anteriad

What does it do?

The Anteriad Marketing Cloud enables B2B marketers to execute account-based marketing (ABM) strategies with precision and scale. By combining first party data with Anteriad's firmographic and intent data, marketers can enrich and expand audiences, create Ideal Customer Profiles (ICP) and Total Addressable Market (TAM) views, and identify in-market accounts earlier in the buying journey.

The platform delivers account and contact resolution, scoring, and segmentation to prioritize the right accounts and buying groups. With integrated orchestration, marketers can activate highly targeted, omnichannel campaigns—spanning programmatic display, content syndication, email, paid social, and more—and monitor real-time performance. Post-campaign account-level analytics provide actionable insights that drive sales and marketing alignment, continuous optimization, and accelerated pipeline growth.

"We had a lofty goal to dramatically scale our ABM program while reducing costs, and Anteriad delivered a solution that worked quickly while setting us up for long-term success. The results created a more efficient funnel with quality conversions into the pipeline, and the benefits will continue to compound. Anteriad understands the realities of today's market and guided us with modern B2B marketing models that drive real impact."

Marina Lemas, *Integrated Demand Marketing*, **Gigamon**

Does it offer a free trial? Yes

anteriad.com

A look at some of its features:

- **AI:** Uses AI at a foundational level to process billions of intent signals each month, surfacing the most relevant accounts and contacts. The platform continuously learns from engagement patterns, helping marketers optimize targeting, personalize campaigns, and improve conversion outcomes at scale. Within the Anteriad Marketing Cloud, marketers can also leverage AI Assistants to streamline audience building and quickly identify the most relevant intent topics.
- **Predictive Analytics:** Leverages AI and machine learning to score and prioritize accounts most likely to convert. By analyzing intent signals and historical engagement, marketers can allocate resources to high-value opportunities that accelerate pipeline growth.
- **Intent Data:** Processes over 40 billion monthly intent signals, which enables the platform to identify accounts actively researching relevant topics and solutions. This allows marketers to uncover in-market buyers earlier, tailor messaging, and gain a competitive edge in reaching decision-makers.
- **Orchestration:** Enables seamless orchestration of multi-channel ABM campaigns, from programmatic display and content syndication to email and paid social. Marketers can design and launch coordinated campaigns with unified account and contact targeting, ensuring consistent engagement across channels.
- **Programmatic Ad:** Intelligently delivers programmatic advertising to precisely targeted account audiences, informed by enriched data and intent signals. This ensures ad spend is optimized, reaching the right stakeholders at the right time to maximize engagement and ROI.

Bizzabo

What does it do?

Bizzabo is an event management platform for in-person, virtual, and hybrid events. For ABM, it helps marketers design personalized event experiences for strategic accounts, engaging decision-makers throughout the event lifecycle. By capturing data on attendance, participation, and interactions, Bizzabo spots which stakeholders are most active and feeds those insights directly into CRM and MAP platforms. The platform links events to pipeline influence, helping teams tailor agendas and communications for key accounts while measuring how events contribute to revenue and long-term relationships.

A look at some of its features:

- **Personalized Event Experiences:** Builds tailored agendas, sessions, and networking opportunities for priority accounts.
- **Engagement Tracking and Intent Signals:** Captures attendee behavior such as session participation, booth visits, and content downloads to reveal buying interest.
- **CRM and MAP Integrations:** Pushes event data into Salesforce, HubSpot, and Marketo to support follow-up campaigns.
- **Registration and Ticketing Tools:** Manages account-specific sign-ups, ticket distribution, and attendee communications.
- **Account-Level ROI Reporting:** Connects event activity to pipeline creation and revenue outcomes, demonstrating measurable business impact.

Does it offer a free trial? No

bizzabo.com

BlueConic

What does it do?

BlueConic is the customer growth engine that centralizes first-party data from multiple touchpoints to deliver more personalized and effective marketing. In the context of ABM, BlueConic helps marketers bring together account and buyer data, resolve identities across systems, and activate those insights across campaigns. This means teams can tailor engagement strategies for major prospects while making sure they're compliant with evolving privacy requirements. BlueConic is particularly good at creating a single customer view of multiple stakeholders within an account, aligning marketing and sales around consistent, individual-level intelligence. The idea is to open up more precise targeting, better personalization, and measurable improvements in engagement and conversion.

A look at some of its features:

- **Unified Customer Profiles:** Consolidates touchpoints into dynamic, individual-level profiles rolled up into accounts.
- **Identity Resolution:** Connects interactions across devices and channels into one record.
- **Advanced Segmentation:** Builds account or interest or behavioral-based groups for targeted outreach.
- **Real-Time Personalization:** Delivers dynamic content across web, email, and advertising.
- **Onsite Engagement:** Builds interactive onsite experiences—like product finders and quizzes—to help buyers find the right product.
- **Data Activation:** Pushes account insights into CRM, MAP, and ad platforms for ABM workflows.

Does it offer a free trial? No

blueconic.com

Bombora

What does it do?

Bombora is an intent data provider that tracks online research behavior across its 'Data Co-op', a network of over 5,000 B2B publisher websites, including technology review platforms, trade publications, and industry content hubs. For ABM, this data helps marketers spot when target accounts are researching relevant topics, signalling buying intent. By surfacing these insights, Bombora helps teams to know who to reach out to, what to say, and when to do it. Its integrations with CRM and MAP platforms make sure intent signals flow directly into existing workflows, so sales and marketing are on the same page around the accounts most likely to convert.

A look at some of its features:

- **Company Surge Intent Data:** Detects when accounts are actively researching key topics across the Co-op.
- **Topic Taxonomy:** Tracks thousands of B2B themes to pinpoint areas of account interest.
- **Account Prioritization Models:** Scores and ranks accounts by intensity of research and likely buying stage.
- **CRM and MAP Integrations:** Pushes insights into Salesforce, HubSpot, Marketo, and more.
- **Campaign Optimization Tools:** Refines targeting and content personalization based on intent data.
- **Account-Level Reporting:** Links intent-driven campaigns to engagement, pipeline, and ROI.

Does it offer a free trial? No

bombora.com

Brandlive

What does it do?

Brandlive is a virtual and hybrid event platform designed to create high-quality, broadcast-style experiences. Within ABM, it gives marketers the tools to engage key accounts with immersive product launches, executive briefings, and custom events that feel polished and memorable. By combining interactivity with branded content delivery, Brandlive is designed to help teams deepen relationships with decision-makers and influencers across priority accounts. More than another webinar vendor, the platform is designed for ABM programs looking to deliver tailored, high-impact experiences. Its analytics provide insight into which accounts are engaging most, while integrations with CRM and marketing platforms ensure that follow-up campaigns are timely and targeted.

A look at some of its features:

- **Branded Event Experiences:** Creates customized, broadcast-style virtual events.
- **Interactive Tools:** Adds live chat, Q&A, and polls to engage stakeholders.
- **Personalized Event Streams:** Curates content and sessions for priority accounts.
- **Analytics and Reporting:** Tracks attendee engagement and account participation.
- **CRM Integrations:** Feeds engagement data into Salesforce and other systems.

Does it offer a free trial? No

brandlive.com

Clearbit by HubSpot

What does it do?

Clearbit by HubSpot is a data enrichment and intelligence platform that offers real-time insights on companies and contacts. For ABM, Clearbit helps marketers to identify enterprise prospects, understand their attributes, and personalize campaigns with enriched data. By turning anonymous website traffic into identifiable accounts, it lets teams focus on the right stakeholders and tailor engagement strategies likely to work. Clearbit describes this as closing the gap between data and execution. Its enrichment capabilities feed into CRM and MAP systems, allowing teams to deliver precise targeting, personalized content, and improved lead qualification.

A look at some of its features:

- **Real-Time Enrichment:** Fills in missing firmographic and technographic data.
- **Visitor Identification:** Reveals anonymous web traffic and matches it to accounts.
- **Segmentation:** Builds precise account lists based on company attributes.
- **CRM and MAP Integrations:** Syncs enriched data into Salesforce, HubSpot, and Marketo.
- **Data-Driven Personalization:** Tailors campaigns using enriched account insights.

Does it offer a free trial? No

clearbit.com

Cognism

What does it do?

Cognism is a sales intelligence platform that helps ABM teams connect with decision-makers through GDPR-compliant contact and account data. It combines verified global coverage with intent insights, making it easier to spot key accounts, personalize outreach, and accelerate pipeline growth. By enriching CRM systems and integrating with sales engagement platforms, Cognism makes sure that accurate, actionable data governs ABM strategies.

A look at some of its features:

- **Verified Contact Data:** Supplies accurate direct dials, mobile numbers, and email addresses for account stakeholders.
- **Intent Data:** Highlights accounts actively researching relevant topics to support timely engagement.
- **International Coverage:** Provides compliant data across major global markets including EMEA, North America, and APAC.
- **CRM and Sales Engagement Integrations:** Syncs data into Salesforce, HubSpot, Salesloft, and Outreach for unified workflows.
- **GDPR Compliance:** Ensures all data is ethically sourced and meets global privacy standards.
- **Account Enrichment:** Enhances CRM records with firmographic and behavioral insights for sharper segmentation.

Does it offer a free trial? Yes

cognism.com

Cvent

What does it do?

Cvent is an event marketing and management platform that helps teams plan, execute, and measure in-person, virtual, and hybrid events, and turn event engagement into pipeline and revenue.

Before, during and after the event, Cvent captures the high intent signals that matter. That includes session attendance and duration, booth scans and lead forms, 1:1 meeting bookings and check-ins, downloads, Q&A and survey activity. In addition, the platform lets you assign points with its Engagement Score to surface who's most ready for sales and why. These interactions sync to your CRM/MAP and standardize lead capture and routing, giving sellers clean, context-rich leads fast and completing a full picture of each attendee's and account interests.

> *"The question is then, how do we drive a journey in terms of nurturing that lead and getting a qualified lead?." Integrating Cvent with platforms like Salesforce and Marketo allows CapitalGroup to not only holistically view that data, but integrate it into multiple parts of the organization."*
>
> Ajith Krishnankutty, *Vice President, Experiential Marketing,* **Capital Group**

Does it offer a free trial? Yes

cvent.com



A look at some of its features:

- **Personalization:** Uses Audience Segments, a powerful new feature that enables planners to precisely define attendee groups and dynamically personalize the event experience - all in an effort to provide deeper personalization and content relevance. Audience Segment Planners can also use segments to control session visibility, custom pages, advertisements, emails, push notifications, and reporting, ensuring that each attendee receives highly tailored event content.
- **Session Snapshots:** A Cvent Event App feature that displays a live session transcript and lets attendees tap "Capture Snapshot" to save a moment. Combines a snippet of the transcript with an AI-generated title and brief summary. Saved snapshots are collected in a My Moments tab where attendees can view, copy, and share them, and the aggregated data can be used to derive attendee interests and planner insights.
- **Event Management:** A streamlined event management solution designed for high volumes of simple in-person events, such as field marketing events, training sessions, and internal meetings. Built natively on the Cvent platform, it provides enterprises with a scalable, templated approach to self-service event execution, empowering business users to create events without training while maintaining compliance with pre-defined guardrails.
- **Analytics:** To help event planners make data-driven decisions faster, Cvent has launched new insights dashboards that provide real-time analytics on event registration trends, session engagement, and attendee behaviors. These dashboards surface key insights at a glance, allowing planners to benchmark performance across multiple events and sessions and quickly identify trends that require action.

Databox

What does it do?

Databox is a business analytics platform that brings together metrics from multiple systems into real-time dashboards. For ABM, it helps marketers to monitor account-level engagement, campaign performance, and ROI in one central view. By consolidating data from sales, marketing, and advertising platforms, it allows teams to make faster, evidence-based decisions and communicate impact to stakeholders.

A look at some of its features:

- **Custom ABM Dashboards:** Visualizes account activity, conversion trends, and campaign performance in real time.
- **Multi-Source Data Connections:** Integrates with HubSpot, Salesforce, Google Analytics, LinkedIn Ads, and over 100 others.
- **KPI Goal Tracking:** Compares account performance against predefined targets to optimise ABM programs.
- **Automated Stakeholder Reporting:** Schedules and distributes branded reports to sales and leadership teams.
- **Real-Time Performance Alerts:** Receives instant notifications when engagement levels change across accounts.
- **Benchmarking Insights:** Assesses performance against industry standards or peer accounts.

Does it offer a free trial? Yes

databox.com

Datanzye

What does it do?

Datanyze is a sales intelligence tool that delivers technographic and firmographic insights to help identify and engage target accounts. For ABM, it reveals which technologies a company uses, helping marketers to tailor campaigns and sales teams to approach prospects with relevant, personalized messaging. Its contact database and Chrome extension make it easy to gather verified account data, while integrations make sure insights flow directly into sales and marketing systems.

A look at some of its features:

- **Technographic Profiling:** Identifies which software and tools target accounts use to sharpen ABM outreach.
- **Prospecting Chrome Extension:** Captures firmographic details and contacts from LinkedIn or company websites.
- **Verified Contact Database:** Gives validated emails and direct dials for key decision-makers within accounts.
- **Smart Account Segmentation:** Builds targeted ABM lists using filters such as industry, size, or technology stack.
- **CRM Integration Tools:** Syncs enriched account data into Salesforce and HubSpot for seamless activation.
- **Export and List Management:** Creates and manages targeted lists that flow directly into sales workflows.

Does it offer a free trial? Yes

datanyze.com

Demandbase

What does it do?

Demandbase is a pipeline AI platform that empowers GTM teams to automate growth at scale; bringing together account intelligence, advertising, and sales activation. It helps teams to identify in-market accounts, personalize engagement across channels, and measure revenue impact. By combining intent data, fit scoring, and engagement insights, it ensures focus stays on the accounts most likely to convert. Its advertising tools ensure decision-makers within target accounts see tailored content, while website personalization dynamically adapts experiences for different stakeholders. Integrated dashboards and attribution models connect campaigns directly to pipeline and revenue, making it easier to prove ROI and refine strategy.

A look at some of its features:

- **AI-Powered Account Scoring:** Merges fit, intent, and engagement signals to prioritize accounts.
- **Company Surge Intent Tracking:** Detects spikes in research activity across thousands of B2B topics.
- **Account-Based Ad Campaigns:** Serves tailored display and LinkedIn ads to decision-makers.
- **Website Personalization Engine:** Adjusts content, CTAs, and offers dynamically by account.
- **Sales Intelligence Dashboard:** Provides sales with real-time account activity and recommended next steps.
- **Pipeline Impact Reporting:** Attributes closed deals and revenue directly to ABM campaigns.

Does it offer a free trial? No

demandbase.com

DOMO

What does it do?

DOMO is a business intelligence platform that brings together data from CRMs, MAPs, ad platforms, and finance tools into interactive dashboards. For ABM, it creates a single view of account engagement, campaign impact, and pipeline health so marketing and sales can act on the same live insights and optimize investment.

A look at some of its features:

- **Prebuilt Data Connectors:** Pulls metrics from Salesforce, HubSpot, Google Ads, LinkedIn and many more into one model.
- **Custom ABM Dashboards:** Visualizes account engagement, deal stages, and campaign lift to guide next actions.
- **Real-Time KPI Monitoring:** Streams live data so teams can spot spikes or drop-offs in target-account activity.
- **Automated Alerts and Goals:** Triggers notifications when accounts cross engagement thresholds or miss targets.
- **Data Sharing and Embed:** Publishes curated account views to sales leaders and C-suite without manual reporting.
- **Forecasting and Scenario Modelling:** Projects pipeline and revenue impact from planned ABM programs.

Does it offer a free trial? No

domo.com

Expandi Group

What does it do?

Expandi Limited is one of the leading worldwide providers of B2B martech and adtech solutions, recently awarded as worldwide #1 Leader in ABM by Frost & Sullivan.

Founded in 2000, its portfolio includes various award-winning platforms such as the ABM platform Jabmo, the intent data platform Cyance, the Accountinsight DSP for B2B Programmatic Advertising and B2B Stars, the AI powered business directory with over three million US and Western European companies whose suite of deep analytics capabilities empowers B2B companies to build their corporate reputation and discover insights on potential customers and partners.

Expandi's ABM solution helps businesses identify, target and engage with high potential customers in a personalized and predictive manner across multiple channels to drive revenue growth.

"Intuitive tool for accurate targeting our exact contacts and for a lot stronger insight."

Review from **Gartner Peers Insights**

Does it offer a free trial? No

expandigroup.com



A look at some of its features:

- **Buyer Intent Data:** Uses Cyance intent data platform, which is fully integrated in Jabmo, that collects intent data globally from 30K websites, using 20K+ multilanguage keywords to identify the right intent taxonomies. The solution does not provide only third party intent signals but is integrated with first party intent, using signals on visitors consumption on customers webpages and B2B search based intent via the integration with an AI powered search engine, B2B Stars.
- **B2B Data:** Boasting over 3.7M companies in the US and Western Europe, the data includes firmographic information, IP addresses which are essential for account resolution during web visits (first-party intent), third-party intent discovery and account-based media activation, AI generated report, credit score, awards/recognitions, ESG score, ISO certifications.
- **AI Predictive Models:** Helps build effective predictive models to optimise campaign results based on audience, media and creative performance using pervasive usage of AI combined with B2B data and intent analytics.
- **Email Outreach:** Can access the proprietary database of emails, fully GDPR compliant, to activate campaigns targeting more than three million decision makers across Europe and the US. They can target them by corporate departments and seniority (C-level, second level management, others).
- **Account-Based Advertising Platform:** Integrated with account-based advertising platform Accountinsight and database of IP. Clients can target thousands of accounts within one campaign set up and optimise campaign results daily by account or by clusters of accounts.

Folloze

What does it do?

Folloze empowers B2B marketers to deliver personalized campaigns with speed, scale, and precision—no dev, no delays. It turns fragmented buyer signals into personalized, on-brand experiences across the full funnel—from web and email to events and sales engagement. In the context of ABM, Folloze helps teams activate 1:1 to 1:many programs using AI-powered agents that instantly generate content, tailor messaging, and localize experiences. With capabilities designed to meet the AI-enabled buyer in real time, Folloze drives deeper engagement, faster conversion, and real pipeline impact.

"The New Generator Agents are a step-change in how quickly and accurately we can deliver personalized, high-impact campaigns and sales engagement. This allows our teams to become faster and better in driving customer engagement. At the same time, Folloze isn't just solving today's problems, their vision and strategy is re-imagining buyer engagement in the AI-Era in a way we can rely on to win with our own AI-native GTM strategy."

Mark Johnston, *Chief GTM Officer,* **Matillion**

Does it offer a free trial? Yes

folloze.com



A look at some of its features:

- **Personalization:** Delivers real-time, AI-powered personalization across every buyer touchpoint—tailoring content, messaging, and experiences based on account, persona, stage, and behavior, and more. This enables marketers to run scalable ABM programs that feel 1:1, driving deeper engagement and faster conversions.
- **Intent Data:** Integrates first-party engagement signals and account behavior to surface buying intent and guide personalized outreach. Marketers can use this data to prioritize high-potential accounts and align content to real-time buyer needs.
- **Sales and Marketing Alignment:** Connects marketing-led campaigns with sales follow-up by delivering shared insights, engagement alerts, dynamic content hubs, and personalized buyer journeys. This ensures both teams stay coordinated, engaging buyers with consistent messaging from first touch to close.
- **AI:** Uses AI-powered Generator Agents to automate campaign creation, personalization, localization, and content generation—turning ideas into launch-ready experiences in minutes. These agents help marketers move faster, stay on-brand, and scale relevance across global campaigns.
- **Visitor Intelligence Software:** Identifies and tracks anonymous and known visitors across campaigns, boards, and assets—revealing who's engaging, what's resonating, and when to act. This intelligence powers smarter segmentation, personalization, and pipeline acceleration.

FunnelFuel

What does it do?

FunnelFuel's proprietary B2B digital advertising account targeting, omnichannel execution and post click analytics capability enables your ABM program to deliver more effectively and efficiently with results at scale.

Identify, address and engage with your TAL or ICP at the right time, in the right place with the right message.

Measure the true impact of engagement at scale and justify your marketing spend through results and account based outcomes.

A look at some of its features:

- **Predictive Analytics:** Unified intent signals, account deep dives, and post-click insights drive actionable strategies to identify, nurture, and close pipeline.
- **Programmatic Advertising:** Proprietary B2B ad technology delivers brand-safe, omnichannel campaigns with premium inventory, niche targeting, and outcome-based ABM execution.
- **Analytics:** Customizable, transparent, and privacy-compliant insights provide meaningful ROI measurement and futureproof decision-making.
- **Data Enrichment:** By connecting and enriching fragmented data sources with compliant partners, we deliver real-time, always-on targeting and optimization to scale precise B2B audience engagement with expert support.

Does it offer a free trial? No

funnelfuel.io

G2 Buyer Intent

What does it do?

G2 Buyer Intent surfaces signals from companies researching software on the G2 marketplace. For ABM, it highlights which named accounts are looking at your product category, comparing competitors, or viewing your company profile. These insights allow marketing and sales teams to focus on outreach, personalize messaging, and time campaigns to align with active demand. By focusing on accounts already showing strong buying interest, G2 Buyer Intent helps reduce wasted effort and accelerate pipeline development.

A look at some of its features:

- **Category Research Signals:** Identifies target accounts consuming content in your product categories.
- **Competitor Comparison Alerts:** Flags when accounts evaluate you side-by-side with rival vendors.
- **Profile and Page Engagement Tracking:** Captures visits to your G2 profile, product pages, and reviews by account.
- **CRM Sync Workflows:** Pipes intent data into Salesforce or HubSpot to trigger plays.
- **Rep Notifications and Tasks:** Pushes instant alerts so SDRs act while interest is highest.

Does it offer a free trial? No

sell.g2.com/buyer-intent

Google Analytics

What does it do?

Google Analytics (GA4) is a web analytics platform that tracks user behavior, traffic sources, and conversions across websites and apps. For ABM, it helps marketers monitor how target accounts engage with digital content, which pages resonate most, and how different campaigns influence conversions. By using custom dimensions, goals, and integrations, teams can isolate account-level activity and connect insights to pipeline performance.

A look at some of its features:

- **Account-Level Segmentation:** Creates custom dimensions to filter and report on traffic from specific account lists.
- **Multi-Channel Attribution Modelling:** Analyzes the role of ads, email, and content in account conversions.
- **Goal and Funnel Tracking:** Maps the full buyer journey to identify where target accounts drop off or convert.
- **Content Performance Reports:** Pinpoints which assets are driving engagement among high-value accounts.
- **Ad Platform Integrations:** Syncs with Google Ads and Display and Video 360 to optimize ABM campaigns.
- **Custom Dashboarding:** Builds tailored views showing account engagement and campaign ROI.

Does it offer a free trial? Yes

analytics.google.com

Highspot

What does it do?

Highspot is a sales enablement platform that helps marketing and sales teams deliver the right content, training, and guidance to target accounts. For ABM, Highspot makes interactions with priority accounts tailored and measurable. Marketers can supply content aligned to buying stages, while sales teams gain insights into which stakeholders are engaging and what materials resonate most. By connecting enablement with engagement data, Highspot helps teams target accounts showing strong interest and refine strategy based on behaviors.

A look at some of its features:

- **Governed Content Library:** Organizes pitch-ready assets by persona, sector, or stage for consistent delivery.
- **Digital Sales Rooms (SmartPages):** Creates personalized microsites for account stakeholders with tracked access.
- **Engagement and Email Analytics:** Measures account-level behaviors such as opens, time spent, and shares.
- **Guided Selling Playbooks:** Supplies reps with account-specific messaging, resources, and talk tracks.
- **Learning and Coaching Suite:** Trains sales teams with certifications tied to ABM outcomes.
- **Salesforce Integration:** Links content engagement directly to opportunities and revenue metrics.

Does it offer a free trial? No

highspot.com

HubSpot CRM

What does it do?

HubSpot CRM is a platform that brings together marketing, sales, and service data. For ABM, it helps organizations to identify priority accounts, orchestrate personalized engagement across channels, and align teams around shared insights. By integrating targeting, advertising, and reporting, HubSpot CRM aims to reduce friction between sales and marketing. Teams can build multi-stakeholder profiles, tailor messaging to account behavior, and measure influence on pipeline and revenue. With its native ad integrations and dashboards, HubSpot makes ABM more accessible for companies seeking to scale efforts.

A look at some of its features:

- **Target Accounts Workspace:** Builds rich account records with key contacts and buying groups.
- **ABM Ad Audiences:** Syncs account lists to LinkedIn and Google for hyper-targeted ads.
- **Lead and Account Scoring:** Focuses outreach based on firmographic fit and engagement activity.
- **Workflow Automation:** Triggers personalized sequences and tasks from account behaviors.
- **Custom ABM Dashboards:** Tracks engagement, deal progression, and influenced revenue.
- **Revenue Attribution Models:** Connects account touches to pipeline creation and closed-won business.

Does it offer a free trial? Yes

hubspot.com/products/crm

Informa TechTarget

What does it do?

Informa TechTarget is a B2B intent data and media company focused on tech buyers. For ABM, its Portal platform reveals which accounts and individuals are researching relevant topics, helping teams hone outreach and personalize campaigns. By combining account-level intent data with enriched contact information, Informa TechTarget equips marketing and sales with the intelligence needed to target in-market accounts effectively. Integrated reporting then links campaigns back to pipeline creation and revenue outcomes, making it easier to evidence the value of intent-driven activity.

A look at some of its features:

- **Informa TechTarget Portal:** Identifies accounts and contacts consuming content across Informa TechTarget sites.
- **Topic-Level Intent Signals:** Surfaces research activity by category, technology, and buying stage.
- **Account and Contact Enrichment:** Enhances CRM and MAP records with firmographic and behavioral intent data.
- **Campaign Activation Tools:** Enables targeted advertising and email campaigns to in-market accounts.
- **Sales Intelligence Reports:** Provides weekly account and contact lists to support sales outreach.
- **Pipeline Impact Analytics:** Tracks how intent-driven campaigns influence opportunities and revenue.

Does it offer a free trial? No

informatechtarget.com

Intentsify

What does it do?

Intentsify is a buyer-intent platform that uses AI to turn behavioral and content-consumption signals into actionable insights. For ABM, it consolidates intent data from multiple sources to identify in-market accounts, deliver relevant messaging, and activate campaigns across digital channels. By feeding these insights into CRM and MAP systems, it helps sales and marketing align on actions, speed up outreach, and improve conversion rates. The platform also connects intent signals with a media ecosystem, enabling marketers to generate demand, accelerate pipeline, and demonstrate measurable business impact.

A look at some of its features:

- **Multi-Source Intent Collection:** Aggregates data from B2B publishers, websites, and content consumption patterns.
- **Real-Time Account Prioritization:** Scores accounts based on recency, frequency, and intensity of research.
- **Contextual Content Activation:** Serves personalized ads and content aligned to identified interests.
- **Audience Segmentation Tools:** Filters accounts by industry, size, or technology use for precise targeting.
- **CRM and MAP Integrations:** Syncs enriched account insights with Salesforce, HubSpot, and Marketo.
- **Performance Reporting Dashboards:** Links intent-driven campaigns to pipeline progression and revenue.

Does it offer a free trial? No

intentsify.io

KickFire

What does it do?

KickFire is an account-identification and firmographic data platform. It turns anonymous website visitors into identifiable companies, helping marketers uncover who is looking them up. By enriching CRM records with technographic and firmographic data, KickFire opens up more precise targeting and account focus. For ABM, sales and marketing teams can see which accounts are browsing, tailor campaigns based on interests, and surface personalized ads to re-engage stakeholders. By connecting intent signals with existing tech stacks, it aims to ensure campaigns are efficient and aligned with strategic accounts.

A look at some of its features:

- **Visitor Identification Technology:** Matches anonymous website traffic to company accounts.
- **Firmographic Data Enrichment:** Adds industry, size, and revenue insights to account records.
- **Technographic Intelligence:** Surfaces the tech stacks used by visiting organizations.
- **CRM and MAP Integrations:** Pushes visitor data into Salesforce, HubSpot, and Marketo.
- **Account-Based Audience Building:** Creates ABM segments from firmographic and technographic filters.
- **Intent Signal Tracking:** Monitors behavior to highlight which accounts are showing active interest.

Does it offer a free trial? No

kickfire.com

Lead Forensics

What does it do?

Lead Forensics identifies the companies visiting your website – without relying on form fills – and enriches them with firmographic context. For ABM, it turns anonymous traffic into named accounts, highlights which target companies are most active, and routes timely insights to sales so follow-up is relevant and fast. By revealing intent signals that would otherwise remain hidden, Lead Forensics aims to help marketing and sales capture more value from existing traffic and link web activity directly to pipeline opportunities.

A look at some of its features:

- **IP-to-Company Identification:** Matches anonymous sessions to company records using proprietary IP intelligence.
- **Account Firmographic Enrichment:** Adds industry, revenue, headcount, and location to CRM account profiles.
- **Real-Time Visit Alerts:** Notifies reps when named accounts view high-intent pages; routes by territory or owner.
- **Page-Level Intent Scoring:** Weighs depth, frequency, and page categories (pricing, product, resources) to increase outreach effectiveness.
- **CRM/MAP Sync:** Pushes visit and intent data into Salesforce, Dynamics, HubSpot, and Marketo for immediate action.
- **Campaign and UTM Attribution:** Links account visits to ABM ads and campaigns to evidence impact on pipeline.

Does it offer a free trial? No

leadforensics.com

Leadfeeder by Dealfront

What does it do?

Leadfeeder identifies companies visiting your website – without form fills – and links that activity to your ABM account lists. For ABM teams, it highlights which target accounts are researching your products, syncs that behavior to CRM records, and alerts sales when high-value stakeholders return, aiding timely follow-up and cleaner attribution.

A look at some of its features:

- **Company Reveal Identification:** Uses IP recognition (with ISP/bot filtering) to map visits to organizations.
- **CRM Auto-Linking:** Associates sessions with existing accounts in Salesforce, HubSpot, or Pipedrive.
- **Custom Lead Scoring Rules:** Weighs pages, sources, countries, and repeat visits to rank account interest.
- **Real-Time Sales Alerts:** Sends email and/or Slack alerts when priority accounts hit key pages.
- **Account Segmentation Filters:** Slices visiting companies by industry, size, location, or custom tags.
- **Contact Suggestions:** Surfaces likely stakeholders for outreach to accelerate first conversations.

Does it offer a free trial? Yes

leadfeeder.com

Leadspace

What does it do?

Leadspace is a B2B customer data platform that brings together contact, account, and buying-group data into a single source of truth. For ABM, it scores and segments accounts using firmographic, technographic, and intent signals, then activates audiences across CRM, MAP, and ad platforms. This aims to improve targeting precision, reduce duplication, and help scale personalization across regions and product lines.

A look at some of its features:

- **Leadspace B2B Graph:** Combines data from multiple sources, removes duplicates, and keeps account and buyer profiles accurate and up to date.
- **Predictive Account and Buyer Scoring:** Combines fit, intent, and engagement to rank targets by conversion likelihood and deal size.
- **Audience Studio Segmentation:** Builds precise ABM tiers and lookalikes using multi-attribute filters, exclusions, and recency rules.
- **Real-Time Enrichment APIs:** Refreshes CRM/MAP records with validated firmographic, technographic, and contact data to reduce bounce and duplicates.
- **Intent and Technographic Integrations:** Ingests signals from leading providers to surface in-market accounts by topic interest.
- **Activation Connectors:** Pushes audiences into Salesforce, Marketo, Eloqua, and ad platforms; closes the loop with match rates and performance data.

Does it offer a free trial? No

leadspace.com

LeanData

What does it do?

LeanData offers lead-to-account matching, routing, and attribution for revenue teams. For ABM, it attaches inbound leads to the correct target account, routes them to the proper owner with SLAs, and tracks influence across the funnel. This aims to limit the leakage, duplicate follow-ups, and slow hand-offs that derail buying groups.

A look at some of its features:

- **Lead-to-Account Matching:** Connects new leads to the correct company account automatically, even if details are incomplete or inconsistent.
- **Intelligent Routing Orchestration:** Distributes leads, contacts, and opportunities to territory or named-account owners with audit trails and fallbacks.
- **Account-Level Insights:** Surfaces engagement and buying-group coverage to spot next best actions.
- **Campaign Influence and Attribution:** Connects ABM touches to pipeline stages and closed-won revenue directly in Salesforce reports.
- **SLA and Queue Management:** Enforces response times, ownership, and escalations to protect core account experiences.
- **Admin-Friendly Workflow Builder:** Lets ops teams adjust lead-routing rules without coding and test changes before launch.

Does it offer a free trial? No

leandata.com

LinkedIn Sales Navigator

What does it do?

LinkedIn Sales Navigator is a prospecting and relationship tool built on LinkedIn's network. For ABM, it helps teams map buying groups inside target accounts, monitor role moves and company updates, and personalize outreach with relevant context – improving access to decision-makers and response rates while reducing blind outreach.

A look at some of its features:

- **Advanced Account and Contact Search:** Uses firmographics, seniority, function, and activity filters to pinpoint stakeholders and influencers.
- **Account Mapping and Lists:** Organizes buying-group members, champions, and blockers for each named account with shared notes.
- **Real-Time Signals and Alerts:** Notifies reps of role changes, company news, and shared connections to time outreach.
- **InMail and Smart Links:** Delivers personalized messages and tracked content to measure interest and forwards.
- **CRM Sync and Activity Write-Back:** Logs messages, notes, and connections automatically into Salesforce or Dynamics.
- **Buyer Intent Insights:** Highlights accounts showing higher on-platform engagement with your company or category.

Does it offer a free trial? Yes

linkedin.com/products/linkedin-sales-navigator/

Lusha

What does it do?

Lusha is a B2B data and prospecting platform that provides verified contact details and enrichment. For ABM, it helps teams identify the right decision-makers inside target accounts, enrich and deduplicate CRM data, and launch personalized outreach with confidence in accuracy and compliance geared towards reducing SDR research time.

A look at some of its features:

- **Verified Direct Dials and Emails:** Supplies multi-source validated contact details for senior stakeholders and buying committees.
- **Chrome Extension and Prospector:** Exposes contacts and account data directly on LinkedIn, Gmail, or company sites to speed list building.
- **Bulk Enrichment and APIs:** Updates CRM/MAP records at scale with firmographic and contact fields, reducing bounce and decay.
- **Segmentation Filters:** Builds account lists by industry, employee count, region, seniority, or function to focus ABM tiers.
- **Workflow and CRM Integrations:** Syncs with Salesforce, HubSpot, Outreach, and Salesloft to trigger sequences and tasks.
- **Compliance Controls:** Operates with GDPR/CCPA safeguards, do-not-call flags, and opt-out management.

Does it offer a free trial? Yes

lusha.com

Madison Logic

What does it do?

Madison Logic helps B2B marketers orchestrate complex, always-on ABM programs that drive measurable growth. The ABM activation platform offers a complete set of tools to engage high-value accounts across their most trusted media environments, delivering the personalized journeys to every member of the buying group with precision and scale. The unique combination of AI-driven intent data, multi-channel activation, ROI analytics and strategic services is why Madison Logic has been consistently named a leader on G2 across every category of ABM.

"I think the combination of intent data, lead quality, and just general expertise in the account-based marketing space, not to mention the fantastic support that you receive from their teams, makes it a no-brainer to partner with Madison Logic."

Max Kaskons, *Senior Digital Marketing Program Manager*, **Akamai Technologies**

Does it offer a free trial? No

madisonlogic.com/

A look at some of its features:

- **ABM Orchestration:** Engages entire buying groups across all major B2B channels (content syndication, display, CTV, audio and LinkedIn) and owned channels within one unified ecosystem. This enables seamless orchestration of personalized, multi-touch campaigns that drive impact at every stage of the buyer journey.
- **AI-Powered Intent Data:** Delivers the most comprehensive dataset to prioritize accounts, identify key personas, and optimize engagement with next best recommendations to improve conversion. With an unmatched scale of 415M+ professionals across 129 industries globally, it enables AI-driven targeting and insights to unlock sustained, intent-driven growth.
- **Marketing ROI:** Provides a real-time, unified view of multi-channel performance, buying group engagement and the account journey. It uncovers ROI at every stage of the buying journey and delivers real-time insights to optimize impact across channels.
- **Sales Enablement:** Helps sales unlock account intelligence helping them prioritize in-market accounts and launch personalized, AI-powered outreach directly within their platforms. This ensures timely, relevant engagement that drives pipeline progression.
- **Analytics and Reporting:** Provides advanced analytics and reporting, including industry insights, intent trends, recommended next best actions, and trend analyses, so clients can uncover opportunities, optimize targeting, and refine campaigns using real-time engagement.

Microsoft Dynamics 365

What does it do?

Microsoft Dynamics 365 combines CRM and enterprise resource planning (ERP) applications with AI-driven insights to help organizations manage customer relationships and operations in one platform. For ABM, it unifies customer and account data, scores and segments target accounts, and supports multi-channel engagement across marketing and sales. Engagement data is tied to pipeline and revenue, making it easier to measure impact. As part of the Microsoft ecosystem, it integrates with Office 365 and Azure, allowing ABM teams to work within familiar tools while scaling campaigns.

A look at some of its features:

- **Customer Insights Profiles:** Creates unified account and contact views from behavioral, firmographic, and transactional data.
- **Predictive Lead and Account Scoring:** Uses AI to surface in-market accounts, propensity to buy, and next best actions.
- **Journey Orchestration:** Automates personalized email, ads, events, and sales tasks for named accounts across channels.
- **LinkedIn Integrations:** Connects to Campaign Manager and Sales Navigator for ABM targeting, signals, and outreach.
- **Sales and Marketing Alignment:** Shares timelines, notes, tasks, and playbooks across teams inside Dynamics.
- **Performance Dashboards:** Tracks engagement, deal velocity, and ROI with embedded Power BI visualizations.

Does it offer a free trial? Yes

microsoft.com/en-us/dynamics-365

ON24

What does it do?

ON24 is an AI-powered digital engagement platform built for webinars, virtual events, and interactive content hubs. For ABM, it helps marketers to design personalized experiences for target accounts, capture intent data from attendee interactions, and feed insights into CRM and MAP systems to strengthen campaigns and sales follow-up. It also links event activity to pipeline and revenue, helping teams measure the impact of digital experiences on account engagement.

A look at some of its features:

- **Interactive Webinar Platform:** Hosts live and on-demand webinars with polls, Q&A, and surveys to capture buyer intent.
- **Personalized Content Hubs:** Delivers account-specific resource centers and curated experiences.
- **Engagement Scoring:** Assigns scores based on content views, downloads, and interactions to find the high-potential accounts.
- **CRM and MAP Integrations:** Syncs event data directly with Salesforce, HubSpot, Eloqua, and Marketo.
- **Content Performance Analytics:** Tracks which topics and formats drive the strongest account engagement.
- **Real-Time Sales Alerts:** Notifies reps when target stakeholders engage with priority sessions.

Does it offer a free trial? No

on24.com

Optimizely

What does it do?

In ABM programs, it delivers tailored website experiences to target accounts, tests different variants to improve conversion, and connects outcomes to revenue metrics so teams can see which experiences move deals forward. By linking experimentation with account data, it helps marketers understand which digital interactions resonate most with buying groups. The platform also gives teams control over content delivery and testing, making it easier to optimize journeys at scale and adapt them as account needs change.

A look at some of its features:

- **A/B and Multivariate Experimentation:** Tests layouts, CTAs, and messages to lift engagement with named accounts.
- **Audience Targeting Rules:** Targets experiences by firmographics, traffic source, or account list membership.
- **Web Personalization and Recommendations:** Delivers dynamic content and asset suggestions by industry or buying stage.
- **Feature Flags and Rollouts:** Ships experience changes to limited account cohorts before full release.
- **CMS and Workflow:** Manages multi-site content with approvals to ensure consistency across ABM pages.
- **Experimentation Insights:** Quantifies impact on conversions and downstream pipeline for each targeted variant.

Does it offer a free trial? No

optimizely.com

Oracle Eloqua

What does it do?

Oracle Eloqua is an enterprise marketing automation platform designed to orchestrate multi-step campaigns. For ABM, it allows marketers to build segmented account audiences, deliver personalized messages across email, web, and ads, and integrate data with CRM systems to align with sales. Eloqua also supports advanced lead and account scoring, providing sales with insight into readiness and intent. Its attribution capabilities help marketing measure pipeline contribution, revenue impact, and campaign effectiveness at the account level.

A look at some of its features:

- **Advanced Segment Builder:** Uses firmographic, behavioral, and technographic criteria to create ABM tiers and cohorts.
- **Program Canvas Orchestration:** Automates cross-channel journeys (email, web, ads) with decision steps and waits.
- **Lead and Account Scoring Models:** Combines fit and activity signals to highlight buying groups for sales.
- **Sales Integrations and Profiler:** Syncs to Salesforce/Dynamics; shows recent interactions and web activity to reps.
- **Data Quality and Governance:** Deduplicates, validates, and manages consent to keep records compliant and reliable.
- **Account Engagement Dashboards:** Reports multi-touch attribution and influenced pipeline for target accounts.

Does it offer a free trial? No

oracle.com/marketingcloud/eloqua/

PathFactory

What does it do?

PathFactory is a content intelligence and activation platform that measures how buyers consume digital assets and uses those insights to guide next steps. For ABM, it helps marketers to build curated content journeys for target accounts, track time spent on assets to reveal intent, and deliver personalized recommendations to keep stakeholders engaged. Data flows into CRM and MAP systems, equipping sales and marketing with the intelligence needed to focus on accounts, close coverage gaps, and accelerate opportunities.

A look at some of its features:

- **Content Tracks and Microsites:** Curates account-specific experiences that bundle assets by role or buying stage.
- **Consumption Analytics:** Times asset engagement to surface interest, intent, and buying readiness.
- **Real-Time Website Concierge:** Recommends relevant content dynamically to keep visitors consuming.
- **Buying-Group Insights:** Identifies which roles within accounts are engaging and where gaps exist.
- **CRM/MAP Integrations:** Pushes content engagement events into Salesforce, HubSpot, and Marketo.
- **Sales Alerts and Thresholds:** Triggers tasks or nurtures when stakeholders exceed defined engagement levels.

Does it offer a free trial? No

pathfactory.com

Pipedrive

What does it do?

Pipedrive is a CRM platform that lets commercial teams track sales pipeline, optimize leads, manage deals with AI, and automate the sales management process. For ABM, it helps teams structure opportunities at the account level, centralize contact records, and track progression across customized deal stages. Automation features remove repetitive tasks, while integrations bring in marketing signals, creating a joined-up view of account activity. Sales teams get deal velocity insights and engagement tracking, helping them to focus on the right accounts at the right time and improve alignment with marketing.

A look at some of its features:

- **Visual Pipeline Boards:** Tracks deals with customizable stages aligned to ABM workflows.
- **Organization and Contact Records:** Consolidates stakeholders, interactions, and notes by account.
- **Workflow Automation:** Creates triggers for tasks, reminders, and follow-ups based on account activity.
- **Email Tracking and Insights:** Logs communications and reports opens, clicks, and replies across accounts.
- **Analytics Dashboards:** Measures win rates, cycle length, and engagement by segment.
- **App Marketplace:** Integrates with over 400 tools, including HubSpot, Mailchimp, and LinkedIn.

Does it offer a free trial? Yes

pipedrive.com

Pipeline360

What does it do?

Pipeline360 is a B2B demand generation partner that delivers account-based marketing programs through a fully managed service model. By combining compliant first-party data and intent intelligence with content syndication and targeted advertising, Pipeline360 help brands identify and engage target accounts, contacts and buying groups, turn awareness into qualified demand, and drive measurable pipeline impact.

Its Demand-as-a-Service approach eliminates platform complexity, consolidating execution and measurement to simplify tech stacks and tie programs directly to revenue outcomes. Proof points include an industry-leading 99% lead acceptance rate and access to one of the largest vetted global pools of B2B buyers, supported by an unwavering commitment to transparency and compliance.

"Not only did Pipeline360 deliver exceptional leads to build out buying groups, and then engage and nurture senior decision-makers across digital display, but their hands-on support made the whole process seamless. We saw a direct impact on our pipeline generation as a result of using Pipeline360."

Sandie Simms, *Marketing Director,* **Hammer**

Does it offer a free trial? No

pipeline-360.com



A look at some of its features:

- **Orchestration:** Coordinates cross-channel ABM plays by mapping targeting, creative, content, and follow-ups to accounts, contacts, buying groups, and stages. This ensures accounts and contacts are programmatically advanced through the buyer's journey.
- **Intent:** Surfaces in-market accounts and prioritizes buying groups. Topics and scores fuel activation rules for ads, content syndication, and nurture, improving precision and conversion.
- **Content:** Audits, creates, and packages assets by persona and stage, then distributes across syndication, display, and nurture to capture the right contacts. Performance insights fuel continuous optimization, so that content remains relevant and advances buying groups through the funnel.
- **Programmatic Ads:** Runs account targeted display to keep brands visible with priority accounts and decision-makers. Smart controls for reach, frequency, and creative testing maximize lift while ensuring privacy and brand safety.
- **Analytics:** Dashboards track ABM performance by account and buying group, measuring coverage, engagement, lead quality, opportunity influence, and pipeline impact. Pipeline360 translates these insights into clear recommendations to optimize plays, budgets, and sales alignment.

Power BI

What does it do?

Power BI is Microsoft's business intelligence platform for modelling, visualizing, and sharing data. For ABM, it consolidates metrics from CRM, MAP, and ad platforms into interactive, account-level dashboards allowing marketing and sales to monitor engagement, pipeline, and ROI from a single source of truth. Teams can slice by ABM tiers, industries, or buying groups and distribute insights securely across the organization.

A look at some of its features:

- **Native Data Connectors:** Imports data from Salesforce, Dynamics, Marketo, HubSpot, LinkedIn Ads, and Google Ads.
- **Power Query Transformations:** Cleans, joins, and reshapes disparate ABM datasets into a consistent account view.
- **DirectQuery and Incremental Refresh:** Keeps dashboards current with near real-time account and opportunity changes.
- **DAX Measures for ABM KPIs:** Calculates account engagement scores, influenced pipeline, and deal velocity.
- **Row-Level Security and Sharing:** Restricts views by region/owner and publishes to Teams, SharePoint, or dedicated Power BI apps.
- **Goals and Scorecards:** Tracks quarterly targets for named accounts and alerts owners on slippage.

Does it offer a free trial? Yes

microsoft.com/en-us/power-platform/products/power-bi

RollWorks

What does it do?

RollWorks is a purpose-built ABM platform that helps identify best-fit accounts, run account-based advertising, and measure impact. It blends firmographic, technographic, and intent signals to build ranked account lists, then activates ads and plots journeys while surfacing sales insights in CRM. It's best suited to teams that want enterprise-grade ABM workflows without heavy operational overhead.

A look at some of its features:

- **ICP Fit and Intent Scoring:** Ranks accounts using firmographics, tech stack, and topic research intensity.
- **Audience Builder:** Creates dynamic segments (tiers, industries, geos) that auto-refresh as data changes.
- **Account-Based Advertising:** Delivers web, social, and retargeting ads to decision-makers within named accounts.
- **Journey Stages and Plays:** Tracks accounts by stage and triggers nurture or SDR tasks when thresholds are met.
- **Sales Insights for CRM:** Surfaces ad exposure, site visits, and intent inside Salesforce/HubSpot records.
- **Multi-Touch Attribution:** Quantifies how ads and sequences influence opportunities and revenue.

Does it offer a free trial? No

rollworks.com

Salesforce

(with Pardot / Marketing Cloud Account Engagement)

What does it do?

Salesforce Marketing Cloud Account Engagement, formerly Pardot, is a B2B marketing automation platform tightly integrated with Salesforce CRM. It's designed to streamline lead generation, nurture, and sales alignment for complex B2B sales cycles. For ABM, it allows teams to designate target accounts within Salesforce, plot personalized nurture journeys, and analyse account-level engagement and influence. Marketing and sales share the same account data, campaign structure, and reporting, making it easier to personalize content for buying groups and demonstrate the impact of ABM activities on pipeline and revenue.

A look at some of its features:

- **Engagement Studio Journeys:** Automates multi-step nurture campaigns for target account buying groups.
- **Einstein Scoring and Insights:** Predicts lead/account propensity and recommends next best actions.
- **Dynamic Content and Forms:** Personalizes emails, landing pages, and progressive profiling by segment or account.
- **Connected Campaigns and Influence:** Ties all touches to CRM campaigns to evidence sourced/influenced pipeline.
- **B2B Marketing Analytics:** Provides account dashboards for engagement, velocity, and multi-touch attribution.
- **Native Sales Cloud Sync:** Writes activities, scores, and campaign membership directly to opportunities.

Does it offer a free trial? No

www.salesforce.com

Salesloft

What does it do?

Salesloft is a revenue orchestration platform that helps teams to run structured, multi-channel outreach and measure its effectiveness. For ABM, it helps account teams deliver consistent, personalized communication across email, phone, social, and video while maintaining alignment with marketing. All activities sync directly to CRM systems, giving revenue teams visibility into account engagement and pipeline influence.

A look at some of its features:

- **Multi-Channel Cadence Builder:** Designs repeatable account-specific outreach sequences using email, calls, SMS, and LinkedIn steps.
- **Personalized Email Templates and Snippets:** Inserts tokens for role, industry, and account details to keep messaging tailored.
- **Integrated Dialler and Scheduler:** Enables reps to call, text, and book meetings directly from the platform.
- **Conversation Intelligence Analytics:** Records and analyzes calls to capture objections, competitor mentions, and sentiment.
- **Account-Level Engagement Dashboards:** Tracks opens, clicks, replies, and meetings to show true account penetration.
- **CRM Sync and Automation:** Logs every interaction into Salesforce or Dynamics and updates opportunities automatically.

Does it offer a free trial? No

salesloft.com

Seismic

What does it do?

Seismic is the global leader in AI-powered enablement, helping go-to-market leaders drive strategic growth and deliver exceptional customer experiences at scale. It is the only unified AI-powered platform that prepares go-to-market teams with the skills, content, tools, and insights needed to maximize every buyer interaction and strengthen customer relationships.

For ABM, Seismic provides data-driven insights to identify the best performing content and empowers marketers to personalize storytelling for target accounts. By streamlining content management and ensuring message consistency, it enables marketers and sales teams to strengthen and grow relationships with key customers.

"I love that Seismic keeps everything in one place! No more digging through old folders or wondering if I'm using the right version of a document. It's our single source of truth for all approved marketing content, sales playbooks, and messaging. Plus, the insights into what's actually working help us fine-tune our strategy instead of guessing. It just makes life so much easier!"

Kate Spicer, *Marketing Account Manager*, **Wintrust Financial Corporation**

Does it offer a free trial? No

seismic.com/uk/



A look at some of its features:

- **Seismic Programs:** Provides businesses with unprecedented visibility into the entire enablement lifecycle, pulling together data from content, lessons, and customer engagements. It helps go-to-market teams to launch, measure, and adjust their enablement programs in real-time.
- **LiveDocs:** Can create and update dynamic documents and presentations in a matter of minutes, all while staying on-brand and compliant with built-in rules and controls.
- **LiveSocial:** Helps companies to target and engage buyers quickly and effectively on social media with authentic, compliant, market-specific content on LinkedIn, Facebook, X, and Instagram for business.
- **Digital Sales Rooms:** Helps sales reps to customize the layout, content, branding, and messaging for each buyer with an easy-to-use, drag-and-drop design tool. Marketing teams can create templates of DSRs, further reducing time spent by reps and keeping them on-brand and compliant.
- **Aura Copilot:** Lives across the Seismic platform to help discover, create, automate, and advise marketers, sellers and enablers. For example, a marketer can speed up content creation by letting Aura Copilot create the first draft, informed by the content that is already housed in Seismic.

Sendoso

What does it do?

Sendoso is a sending and gifting platform that integrates physical mail, digital gifts, and branded experiences into marketing and sales workflows. For ABM, it allows teams to create memorable, personalized touches for stakeholders at target accounts, automate triggers based on behavior, and track the revenue impact of gifting programs. With a global fulfilment network, Sendoso aims to support account engagement at scale while maintaining a personal feel.

A look at some of its features:

- **Curated Gift and E-Gift Marketplace:** Provides a catalog of regionally tailored gifts, vouchers, and experiences.
- **Automated Triggered Sending:** Launches direct mail or e-gifts based on CRM or MAP activity from accounts.
- **Global Warehousing and Fulfilment:** Stores branded items and manages shipping worldwide with SLA guarantees.
- **Address Confirmation and Compliance Tools:** Verifies recipient details and makes sure sends comply with policies.
- **Send Tracking and Recipient Engagement:** Monitors delivery status, redemption, and follow-up actions across accounts.
- **ROI and Attribution Dashboards:** Connects gifting activity to meetings booked, opportunities created, and revenue closed.

Does it offer a free trial? No

sendoso.com

Showpad

What does it do?

Showpad is a sales enablement platform that combines content management, training, and buyer engagement. For ABM, it lets sales teams access and share account-relevant content, track how decision-makers consume it, and improve alignment between marketing and sales. By equipping reps with curated materials and insights, Showpad helps accelerate buying cycles and personalize account engagement.

A look at some of its features:

- **Centralized Content Library:** Stores, organizes, and distributes approved collateral that sales can tailor for accounts.
- **Personalized Buyer Portals:** Delivers curated microsites where decision-makers access relevant assets.
- **Engagement Analytics:** Tracks who opens, shares, and spends time with content, mapped to account records.
- **Sales Training and Coaching:** Provides onboarding and ongoing training to improve account-specific pitches.
- **AI-Driven Content Recommendations:** Suggests next-best content based on account role, stage, and prior interactions.
- **CRM and MAP Integrations:** Syncs engagement data with Salesforce, Dynamics, and HubSpot for complete visibility.

Does it offer a free trial? No

showpad.com

Swoogo

What does it do?

Swoogo is an event management platform that handles registration, websites, and analytics for virtual, in-person, and hybrid programs. For ABM, it allows marketers to create personalized event experiences for enterprise accounts, collect detailed engagement insights, and integrate event data into CRM and MAP systems. This makes it possible to track which stakeholders attend sessions, measure account-level ROI, and connect event activity to pipeline influence. Its flexibility and integrations make it a useful tool for ABM teams that rely on events to deepen account relationships.

A look at some of its features:

- **Customizable Registration Forms:** Collects account-specific data points to personalize experiences.
- **Event Website Builder:** Creates branded landing pages with account-targeted messaging.
- **Agenda and Session Personalization:** Allows stakeholders from key accounts to build tailored schedules.
- **CRM and MAP Integrations:** Syncs registration and attendance data into Salesforce, HubSpot, and Marketo.
- **Engagement Reporting:** Tracks attendance, participation, and session feedback at the account level.
- **Multi-Format Support:** Manages virtual, in-person, and hybrid events within one platform.

Does it offer a free trial? No

swoogo.events

Tableau

What does it do?

Tableau is a visual analytics and business intelligence platform that turns raw data into interactive dashboards. For ABM, it helps marketing and sales to consolidate engagement, pipeline, and revenue metrics from multiple systems into a single view. Teams can drill into account-level performance, compare segments, and forecast outcomes based on historical data. Tableau's ability to merge CRM, MAP, and advertising data is designed to help organizations spot trends across campaigns, prioritize accounts, and report outcomes to stakeholders.

A look at some of its features:

- **Native CRM and MAP Connectors:** Integrates with Salesforce, Eloqua, Marketo, and HubSpot for live account data.
- **Interactive Visual Dashboards:** Displays account engagement, pipeline velocity, and revenue attribution.
- **Custom Calculated Fields:** Builds metrics such as account health scores and opportunity likelihood.
- **Data Blending Tools:** Joins data from CRM, ad platforms, and analytics tools into singular account views.
- **Collaboration and Sharing:** Publishes dashboards securely to Tableau Server, Online, or Slack.
- **Forecasting Models:** Uses predictive analytics to estimate account conversion and deal progression.

Does it offer a free trial? Yes

tableau.com/en-gb

Terminus (now DemandScience)

What does it do?

Terminus, now part of DemandScience, is an ABM platform that combines account identification, advertising, and engagement tools. It helps revenue teams target and convert key accounts by unifying data, activation, and reporting across channels. Following its merger with DemandScience in November 2024, the combined business has expanded its omnichannel reach and strengthened account intelligence, giving marketing and sales a single source of insight to coordinate ABM activity and demonstrate pipeline impact.

A look at some of its features:

- **Multi-Channel Advertising:** Runs targeted display, LinkedIn, and retargeting ads to decision-makers.
- **Website Personalization and Chat:** Customizes on-site experiences and chatbot messaging for named accounts.
- **Account Scoring and Segmentation:** Selects accounts based on fit, engagement, and intent data.
- **Journey Analytics Dashboards:** Tracks movement of accounts through buying stages and pipeline impact.
- **CRM and MAP Integrations:** Syncs account data and campaign performance with Salesforce, HubSpot, and Marketo.
- **Email Experience Platform:** Embeds dynamic banners and tailored content into outbound emails.

Does it offer a free trial? No

terminus.com/demandscience

Triblio (now Foundry)

What does it do?

Triblio, now part of Foundry, is an ABM platform that combines account targeting, web personalization, and advertising. It helps teams identify the right accounts, deliver tailored content across digital channels, and measure how campaigns move stakeholders through the buying journey. With strong intent data integration, Foundry helps marketing and sales to focus on in-market accounts and align on shared insights to accelerate revenue.

A look at some of its features:

- **Intent Data Integration:** Surfaces accounts actively researching topics to inform campaigns.
- **Web Personalization Engine:** Customizes website messaging and CTAs for visiting accounts.
- **Account-Based Advertising:** Runs display and retargeting ads aligned to named account lists.
- **Orchestration Campaigns:** Coordinates messaging across web, ads, and email for buying groups.
- **Sales Activation Tools:** Provides reps with alerts and talking points from account behavior.
- **Pipeline and ROI Reporting:** Tracks account engagement, progression, and campaign-attributed revenue.

Does it offer a free trial? No

foundryco.com/our-solutions/software

TrustRadius by HG Insights

What does it do?

After recent acquisitions, HG Insights is the first end-to-end revenue growth intelligence and buyer engagement platform. HG Insights contributes its market intelligence and technographic data to size markets, prioritize accounts, and uncover whitespace. TrustRadius adds verified buyer reviews and downstream intent signals, so vendors know who is in-market. MadKudu brings advanced predictive scoring and AI models that help GTM teams identify and prioritize in-market buyers most likely to convert. Together, they empower B2B organizations to modernize planning, unify market and buyer intelligence, and accelerate revenue growth with precision and efficiency.

"I'm not sure 'integrity' is quite the right word, but everything felt genuinely authentic. Everything we were told was honest, and the follow-through was consistently reliable. You know how you're usually waiting for the other shoe to drop when dealing with vendors? That never happened here. It was refreshingly different."

Lee Vienup, *Senior Manager*, **RevOps**

Does it offer a free trial? No

trustradius.com/

A look at some of its features:

- **Data Enrichment:** Enriches customer and prospect records with detailed technographic, firmographic, and intent data. Teams can build a more accurate Ideal Customer Profile (ICP) and prioritize accounts with precision.
- **Predictive Analytics:** Applies its proprietary technographic and spend data to build AI-powered predictive models for revenue growth. Organizations can identify which accounts are most likely to buy, expand, or churn.
- **Intent Data:** Fuses TrustRadius buyer intent with technographic signals to reveal when and why accounts are in-market. Teams can act on early buying signals and display competitors.
- **Sales and Marketing Alignment:** Ensures both teams operate from the same intelligence fabric—shared ICPs, prioritized accounts, and validated buying signals. This alignment drives coordinated plays that improve conversion rates and deal velocity.
- **Sales Enablement:** Arms sellers with actionable intelligence on each target account's tech stack, spend patterns, and buying stage. Reps can cut their time to prioritize accounts, tailor outreach to increase pipeline and accelerate deal cycles.

Turtl

What does it do?

Turtl brings together content, personalization, intent data, and revenue intelligence with purpose-built AI so B2B marketers can generate repeatable pipeline and revenue from their content.

"Working with Turtl has been transformative for us. We've demonstrated that by hyper-personalizing content at scale we can increase conversion rates by 100% and drive significant revenue growth through a truly scalable solution. We generated $5M in pipeline and $1M in closed won revenue through the first iteration of this program."

Dan Streeter, *Global CX platform,* **8x8**

Does it offer a free trial? No

turtl.co



A look at some of its features:

- **Personalize content for 1000s of accounts in minutes:** Uses third party intent data to hyper-personalize content at scale. Programmatically generate content for thousands of accounts in just a few clicks.
- **Generate and track first party intent data:** Generates first party intent signals alongside your segments from 6sense, Demandbase, TechTarget and more to identify engaged accounts and contacts. Signal-based follow up drives conversions, sales velocity and pipeline generation.
- **Drive more pipeline and revenue:** Shows you which accounts are most engaged, more likely to close and where to focus your sales activity. Identify which themes, topics and individual pieces drive the most pipeline and revenue impact — then rinse and repeat!

Uberfip

What does it do?

Uberflip is a content experience platform that organizes and personalizes marketing assets for ABM. It helps teams build tailored content hubs for target accounts, track engagement, and accelerate buying decisions by making relevant resources easy to access. With integrations into CRM and MAP systems, Uberflip makes sure account engagement data flows into campaigns and sales outreach, aiming to offer a clear link between content consumption and pipeline outcomes.

A look at some of its features:

- **Personalized Content Hubs:** Curates role or account-specific experiences from existing assets.
- **AI-Powered Content Recommendations:** Suggests relevant assets to extend account engagement.
- **Engagement Analytics:** Tracks time spent, asset views, and content influence at account level.
- **Sales Assist Tools:** Allows reps to build bespoke content streams for stakeholder groups.
- **CRM and MAP Integrations:** Syncs engagement data into Salesforce, HubSpot, and Marketo.
- **Campaign Performance Reporting:** Connects content engagement to meetings, opportunities, and revenue.

Does it offer a free trial? No

uberflip.com

Zoho CRM

What does it do?

Zoho CRM is a cloud-based sales force automation platform designed for companies of all sizes and industries. It features a Journey Orchestration Engine, omnichannel tools, and AI-driven automation to streamline workflows and enhance customer engagement. ABM for Zoho CRM is a companion app developed to work seamlessly alongside Zoho CRM, providing advanced segmentation and journey orchestration capabilities that elevate account-based marketing performance. ABM for Zoho CRM enables marketing and sales teams to segment key accounts, deliver personalized outreach across multiple channels, and track engagement throughout the full buyer journey.

A look at some of its features:

- **Advanced Account Segmentation:** Groups accounts by firmographics, industry, and historical engagement.
- **Journey Orchestration Engine:** Automates follow-ups, task creation, and field updates triggered by account activity.
- **Omnichannel Communication Tools:** Supports outreach via email, phone, live chat, and social within one platform.
- **SalesSignals Real-Time Alerts:** Notifies teams instantly of key account actions, such as email opens or form fills.
- **Zia AI Forecasting and Recommendations:** Predicts deal outcomes and suggests next best actions for accounts.
- **Customizable Analytics Dashboards:** Reports on account health, pipeline velocity, and campaign impact.

Does it offer a free trial? Yes

zoho.com/crm

ZoomInfo

What does it do?

ZoomInfo is a GTM intelligence platform that empowers marketers with real-time data on companies, contacts, intent and buying signal data. The platform helps marketers target the right accounts, personalize outreach, and orchestrate campaigns based on firmographic, technographic, and intent data, making it a must-have for becoming insight and revenue-driven. ZoomInfo Copilot provides AI-driven guidance that aligns marketing and sales on the same signals and accounts, ensuring coordinated engagement that accelerates revenue.

A look at some of its features:

- **Intent and Buying Signal Data:** Surfaces accounts actively researching relevant topics to help teams decide how best to channel their efforts.
- **Contact and Company Data:** Has access to 100M+ companies and 500M+ contacts with global coverage and continuous verification for high accuracy.
- **ZoomInfo Copilot:** AI-driven guidance that aligns marketing and sales on the same accounts and signals, ensuring coordinated engagement that drives revenue.
- **GTM Studio:** ZoomInfo's workspace for building, activating, and optimizing data-driven audience strategies across GTM teams.
- **Robust Partner Ecosystem:** Integrates with over 300+ partners, including CRM, Martech, Data Warehouses.

Does it offer a free trial? Yes

zoominfo.com

6sense

What does it do?

6sense was founded on the simple idea that B2B marketing and selling would be a whole lot easier if, instead of going after companies they think might want to buy from them, they knew exactly which companies are actively in-market for what they sell – and could use those insights to activate campaigns and engagement across channels and teams.

6sense Revenue Intelligence has solved the anonymous buyer problem by using AI to capture and make sense of the digital footprint left by companies researching a solution. This enables marketers and sellers to accurately understand when an account is in-market for any product or service and take recommended actions to engage anonymous buying teams.

Revenue Intelligence captures and makes sense of all the hidden buying activity going on inside prospect accounts and then uses that data to predict which of those accounts are ready to buy, allowing you to prioritize your marketing and sales efforts on the best opportunities. And, if they're not ready to buy, Revenue Intelligence goes to work to get them there, doing things like adding accounts to specific campaigns and experiences (via both native channels and integrations) based on how far along they are in their buying process, or updating all of the account's contact data so sales isn't wasting time trying to figure out who to call and what to say. Revenue Intelligence takes the guesswork out of creating and converting pipeline to revenue.

"Recognizing the potential of 6sense to revolutionize our marketing and sales alignment, we invested in the tool and began to shift our focus towards account-centric targeting. This initial phase laid the foundation for our comprehensive ABM strategy."

George Samaras, *Director of Marketing Operations and Technology*, **Coveo**

Does it offer a free trial? No

6sense.com

A look at some of its features:

- **6AI and Predictive Analytics:** 6sense's heritage is in AI and ML, and account and contact-level predictions are product/solution-specific, leverage real data science, and are proven to deliver highly differentiated customer results. Also, one of the only ABM vendors with a GPT-powered email solution.
- **Intent:** Unlimited keyword-based intent provides the broadest third party intent coverage from its proprietary B2B publisher network, and keywords can also be grouped into custom topics. Additionally, 6sense has a unique partnership with Bombora whereby all platform customers receive 12 Bombora topics with their subscription, and 6sense can also ingest intent data from 2nd party intent providers like G2, TrustRadius, TechTarget, Peerspot, Sourceforge, and Gartner Digital Markets.
- **Visitor Intelligence:** Uses the 6signal Graph to match anonymous signals to accounts more comprehensively and accurately than any other solution in the market. Accounts are matched to 6sense's proprietary, global dataset of nearly 70 million accounts that include complete firmographics and technographics.
- **Sales and Marketing Alignment:** Combines fully-customizable 6sense Qualified Account (6QA) rules, unique CRM and SEP integrations, Data Workflows for sales ops, and a best-in-class Sales Intelligence solution to orchestrate sales and marketing.
- **Data Enrichment:** 6sense's Signalverse processes 1T signals a day, giving customers the broadest set of signals available in the market to understand buying behavior, target the most meaningful audiences, and personalize buying journeys. The firmographic, demographic, and technographic data is curated solely for B2B buying audiences, and they also provide unique datasets like account-level psychographics and market intelligence data.

Other Reports in the Series

- Market Insights & Analytical Thinking: Coming Winter 2026
- AI: Coming Spring 2026



OLIVER MATEJKA
Head of Brand & Communications
Unmind

About Our Author

Oliver has spent the last decade at the coalface of B2B marketing, working where strategy, creativity and storytelling overlap. He began life as a journalist, before crossing into marketing to help tech companies grow through content, communications and brand.

Since then, he's led rebrands, corporate narratives, product launches, and countless campaigns spanning EMEA, the US and APAC – helping organizations find a voice their audience wants to listen to.

Across that time, Oliver has written extensively about ABM in all its guises – in theory and in practice. His work has explored how incisive, creative programs can zag where others zig, earn trust with buyers and bring home bags of revenue.

He is currently Head of Brand & Communications at Unmind, the workplace mental health platform, where he oversees global comms and brand activity – from PR and campaigns to thought leadership and executive profiling.

His perspective draws on a blend of lived experience as a practitioner and years of writing about B2B's evolving playbook.

About B2B MARKETING

B2B Marketing is the world-renowned provider of insight, professional development, events and training for marketers and leaders in B2B.

Since our launch in 2004, we've amassed the largest global network of B2B marketers, giving us the unique ability to place your brand in the centre of the B2B buzz.

At the core of our business are the 85,000+ members of our website worldwide and five of the biggest and most influential annual events in the B2B calendar, alongside a host of webinars, podcasts, roundtables and training.

What can we do for you?

Our dedicated marketing and media solutions team can help you:

Build powerful brand recognition at the heart of the B2B industry.

Deliver your marketing content and proposition to the right audience at the right time through our weekly content emails.

Create compelling stories around your brand with headline-grabbing research and analysis through our reports.

Get face to face and engage with some of the industry's most influential decision-makers and buyers at our events.

Share your brand stories and content with our 160k+ subscribers, 80k+ monthly website users and 260k+ social media following.

Our products

PROPOLIS FROM B2B MARKETING

PROPOLIS INDEX FROM B2B MARKETING

PROPOLIS TRAINING FROM B2B MARKETING

B2B IGNITE FROM B2B MARKETING

THE GLOBAL ABM CONFERENCE FROM B2B MARKETING

THE EUROPEAN ABM FORUM FROM B2B MARKETING | SPOTONVISION

B2B MARKETING AWARDS FROM B2B MARKETING

ELEVATION AWARDS FROM B2B MARKETING

B2B GROWTH SOLUTIONS FROM B2B MARKETING

THE B2B MARKETING PODCAST FROM B2B MARKETING

Turn ABM plans into real growth

ABM isn't just a campaign tactic. It's a strategy that unites marketing and sales, focuses your resources on the right accounts, and delivers measurable commercial impact.

Propolis helps you make that happen.

With tools, expert guidance, and real-world examples, Propolis gives you everything you need to plan, build, and scale your ABM programs, from your first pilot to a full, organization-wide strategy.

How Propolis supports your ABM success:

- Ongoing access to Robert Norum, Propolis ABM & Demand Strategy Expert, through live sessions, Power Hours, and 1:1 advisory tailored to your specific ABM approach.
- Direct input from peers tackling the same ABM challenges via roundtables, community Q&As, and shared frameworks that evolve based on what's working in the real world.
- Practical feedback loops: Post a question, test a strategy, and refine your approach with input from expert advisors and senior B2B marketers executing ABM at scale.
- Structured guidance that adapts with your program, whether you're piloting 1:1 ABM or scaling 1:Many, Propolis helps keep your strategy aligned and effective.
- A connected ecosystem that integrates advisory, peer insight, and proven tools, ensuring your ABM stays relevant, measurable, and future-fit.

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