SWZD
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3 Critical Factors for an **Intelligent ABM Strategy**



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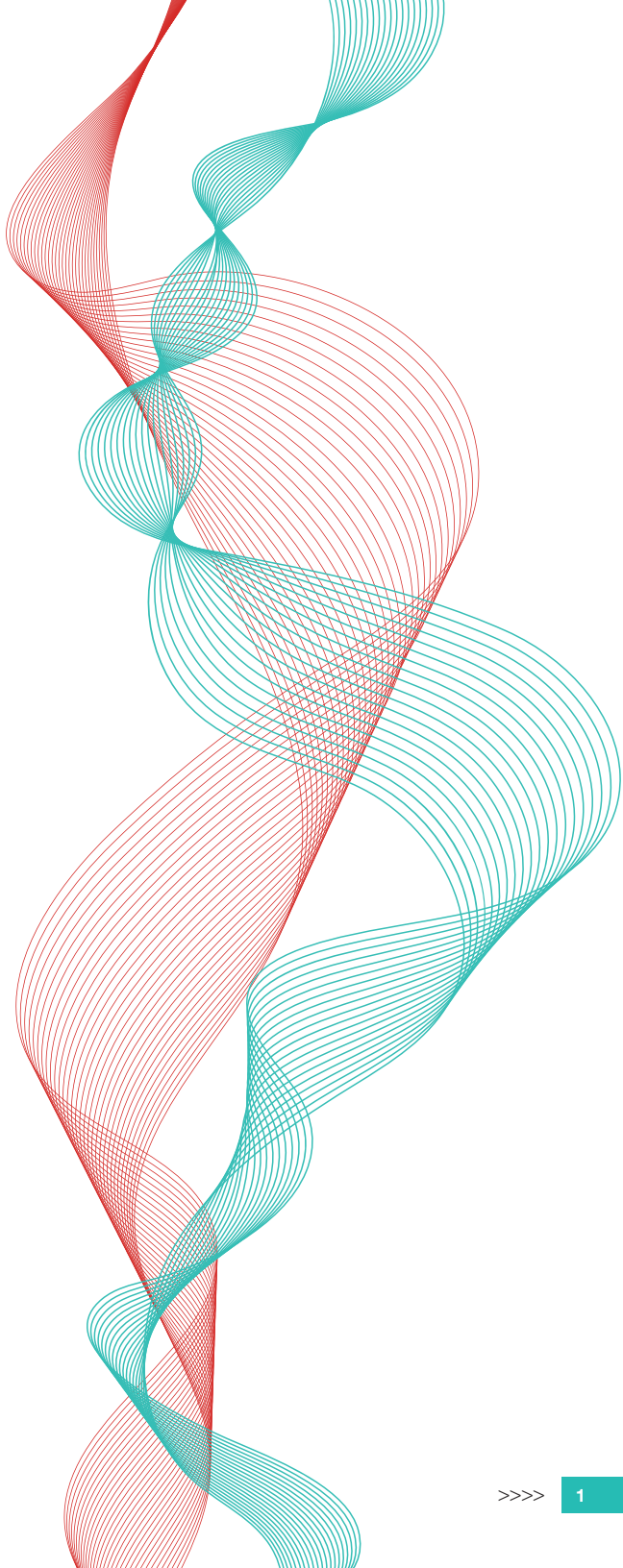
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Introduction

ABM strategy is built around the optimal management of buyer intent. Unfortunately, of late, ABM ROI and performance outcomes have forced marketers to question the adequacy and quality of the intent data feeding those programs.

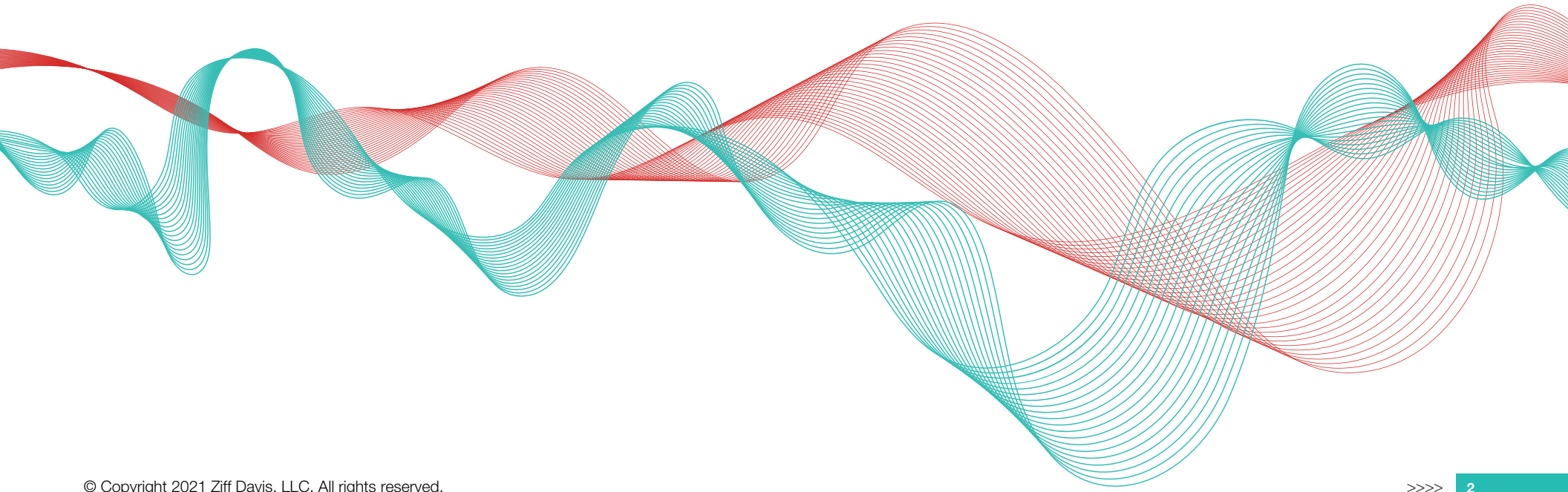
The reason a proven demand generation approach such as ABM is now facing performance challenges is, unsurprisingly, change.

Market circumstances, buyer behavior, channels of engagement and even the technology to manage intent and account-based campaigns have evolved dramatically over the last few years. To win with ABM in this evolved context, B2B marketers must address the new success factors shaping performance outcomes.

This eBook helps you explore:

- ☐ The market and technology dynamics transforming how ABM works today
- ☐ The three new critical factors that differentiate good intent data from the best intent data
- ☐ Practical next steps to chart your own intelligent ABM program

To your success!

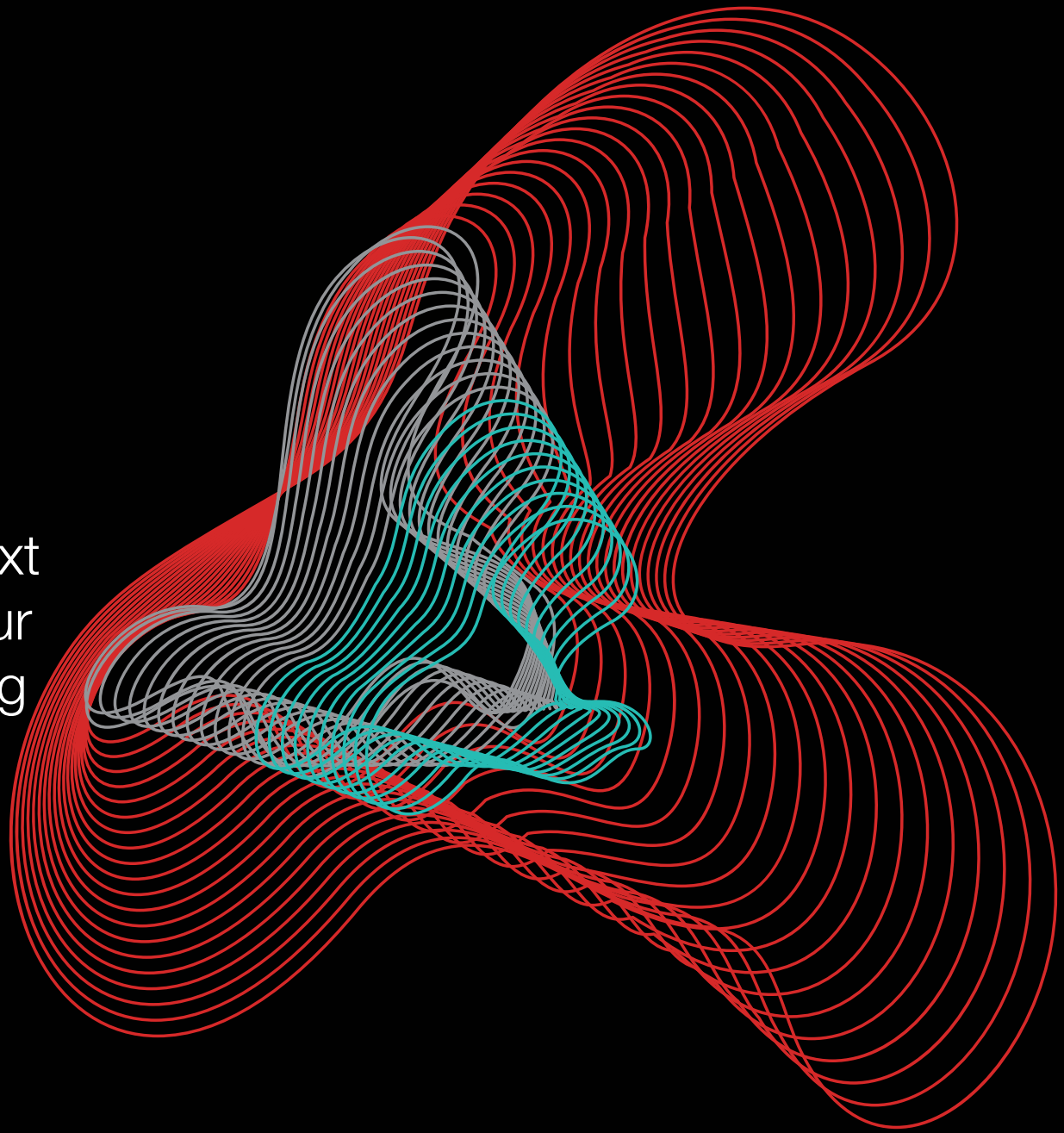


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Chapter 1

The B2B Buying Context is Transforming – is Your ABM Approach Keeping Pace?



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What worked for B2B demand generation yesterday will not work today. The current B2B buying journey has been transformed by the global pandemic, by accelerating already emerging trends such as distributed workforces and virtual workplaces. This high-impact change will necessitate new and heightened needs on reliable technology, and will ensure a continued and increased spend on technology as an area of investment.

In the B2B demand generation context, while these factors undoubtedly present an opportunity, there are other factors that technology marketers cannot afford to ignore. As businesses map and execute their customer engagement strategy, these factors transforming B2B demand generation approaches will remain central to decision making:

- ☐ **A multi-channel buying landscape** that offers many more sources of information gathering, from credible publications to peer reviews, user communities, events, and social media
- ☐ **Increased diversity in the buying committee composition**, with each member having a unique journey and channel mix
- ☐ **The expectation of great customer experience (CX)** from B2B vendors, who must create relevant, timely, and meaningful engagement opportunities between buyers and their brand
- ☐ **The need for robust technology** to manage buyer intent optimally, strategically, and at scale as a core element of every marketer's toolbox



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The resulting complexity in B2B buyer journeys means that most B2B marketers:

- ☐ Have **lower visibility** into buying committee and member journeys
- ☐ **Have a highly delayed entry** in the buying journey, if at all
- ☐ Wield **minimal influence** over the buying process
- ☐ **Less meaningfully engage** with prospects through their journey across various channels
- ☐ **Have less certainty** about the adequacy and accuracy of the intent data feeding their demand generation programs in general, particularly with account-based campaigns

Building the Best Visibility, Engagement, and Influence Over the Buyer's Journey

As a B2B marketer, you know that good intent data gives you improved visibility into your must-have prospect accounts. With better intent data, you influence the buying journey more purposefully.

If good and better intent data can do all that, can you imagine what you could do with 'the best' intent data possible?

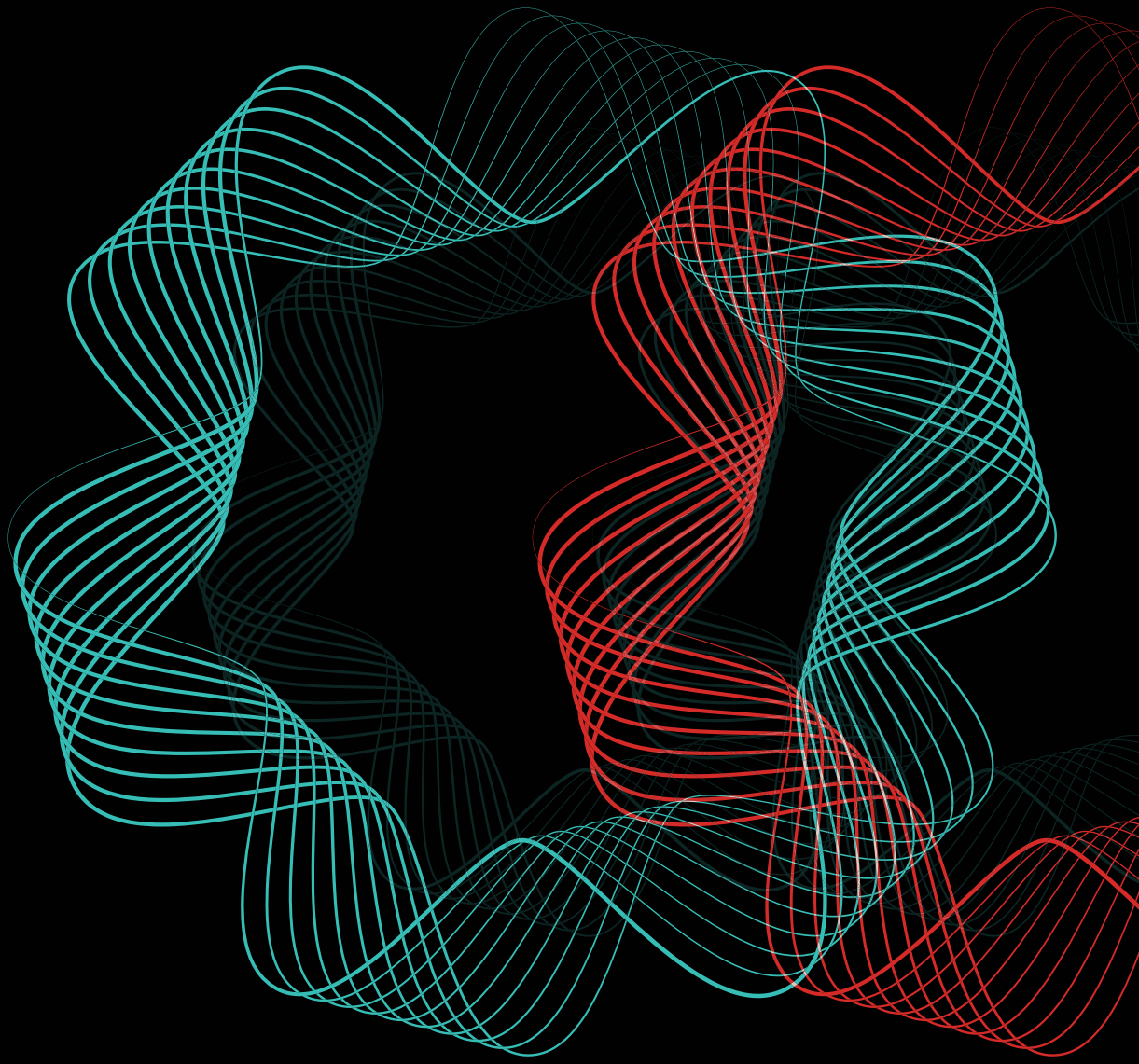
To answer this, let's unpack and demystify the critical elements of intent data in today's transformed B2B buying context. This will help evaluate just how limited a view of data you may currently be working with, and what performance outcomes you can expect, when you break out of those limited views and leverage the best possible intent data to power ABM.

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Chapter 2

Unpacking Critical Elements of the Best Intent Data



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Buyer intent is the degree of interest your prospects are showing in your solution category. It is measured in terms of volume, frequency, and strength of intent signals, at both the organization or 'account' level, and the individual or 'buyer persona' buying committee level. Typically, each time a prospect performs an action related to their buyer journey, they leave a 'signal'. A collection of these signals makes up the intent data of that account.

The higher the signal strength - in terms of frequency, diversity, and quality - the stronger the intent score. Which means you can say with a higher degree of certainty that a prospect is in-market with a buying mindset.

So far, so good.

Here comes the tough part. **Limited intent signals mean limited visibility into your must-win accounts**. A risk that no B2B marketer should have to, or be willing to take.

Unfortunately, most intent data in the market today is based on limited or restricted views of prospect behavior. Such data is unable to paint a complete picture of the prospect mindset and so, reduces the certainty of the data you are using to power your ABM. Ergo, less than acceptable performance outcomes.

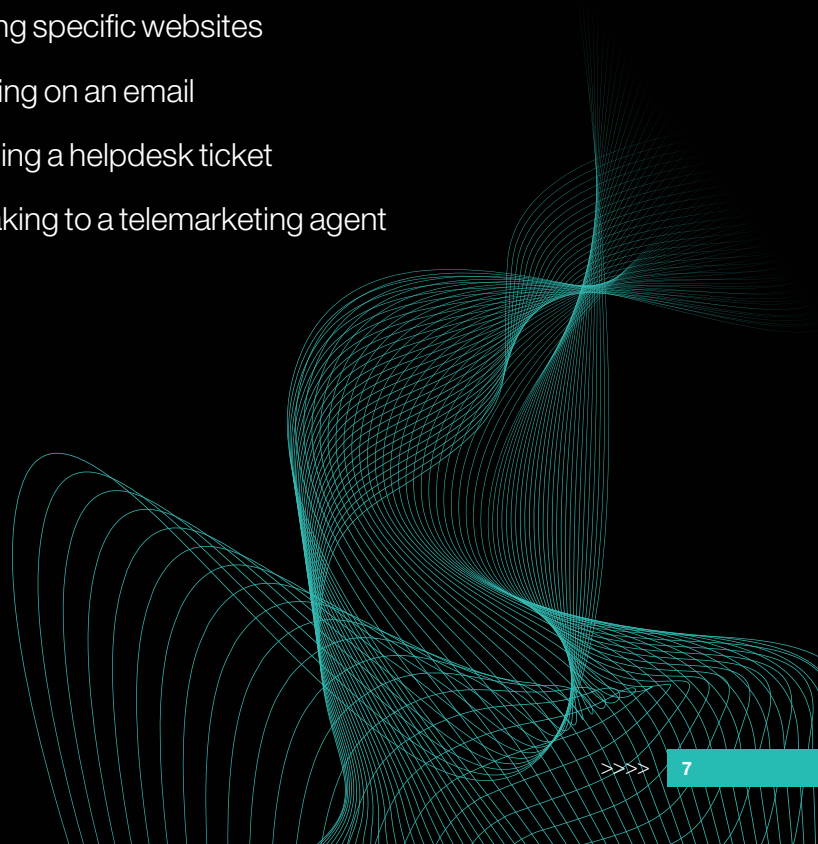
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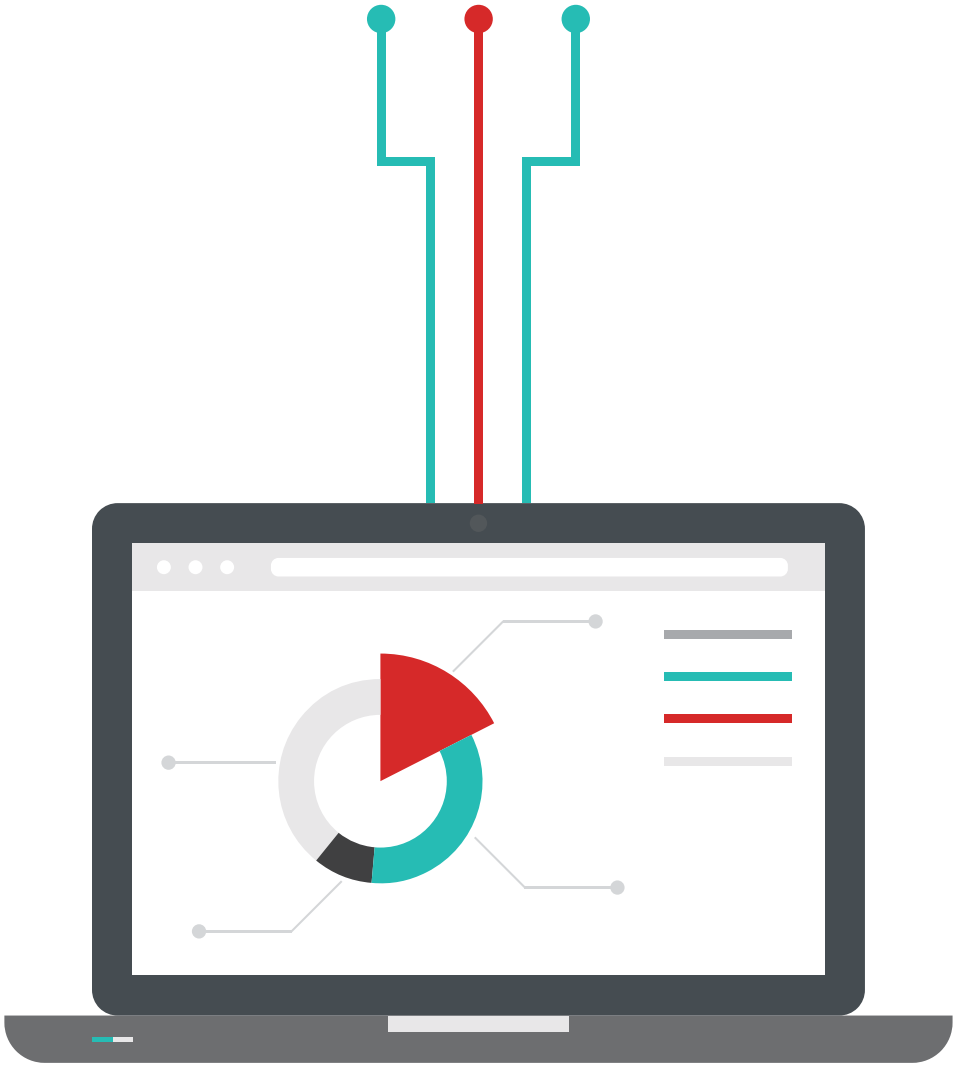
An 'intent signal' is an event that indicates prospect interest and engagement in a particular category of products or solutions.

In today's omnichannel world, editorial or advertising **content consumption is still critical, but it is just one of the many ways to signal interest**.

Other signals include:

- Posting on social media
- Engaging in a closed community discussion
- Reading a product review
- Browser searches
- Attending an event (physical or virtual)
- Visiting specific websites
- Clicking on an email
- Logging a helpdesk ticket
- Speaking to a telemarketing agent





Let's further explore what limited or restricted data means:

- ☐ **Limited in terms of quality:** capturing signals from a limited set of sources, over a limited time period, or at a lower frequency
- ☐ **Limited in terms of diversity:** since the sources and the signals themselves are so limited, they only show glimpses of a small set of personas, instead of a wide and diverse range of signals addressing all key personas in the buying committee.
- ☐ **Limited in terms of scale:** allowing access to fewer prospect accounts and fewer personas within those accounts, with net new account lists often compromising quality for quantity

The 'best' intent data, on the other hand, gives you unmatched visibility into prospect behavior - both at account and individual level - by capturing deep intent signals from the widest range of channels and sources, at scale. **It is the best, in terms of quality, diversity, and scale**.

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Intent Data Quality

The industry standard for capturing intent data today includes firmographic and technographic data, sales and marketing data from your CRM or other systems, and the consumption of editorial and advertising content.

But next-level intent data quality needs to not just keep pace with the multi-channel nature of the buyer's journey today, but also to connect all the data points across individuals and account levels for those channels, to give you a complete picture of account intent.

In practice, that means layering on signals captured not just from content and advertising consumption, but also from proprietary owned and operated web and mobile networks and apps, closed community discussions, access to learning modules, and even offline events and call center or helpdesk interactions.



Intent Data Diversity

Typically ABM has been about targeting your must-win prospects, deep diving into those accounts, and engaging them to convert. While that has not changed, the complexity of the buying committee and the way each persona goes about their journey – has evolved dramatically.

Best-in-class intent signals that capture data across channels and across the spectrum of decision makers in the buying committee brings a completeness, certainty, and visibility that ordinary intent data cannot match.

In practice, this means capturing, layering in, and connecting the dots between signals at both – the individual level and the account level, from the boardroom to the server room. But given the huge number of data points, it also means using AI informed intent models capable of filtering out the noise and separating real intent from curious interest.



Intent Data at Scale

Traditional ABM models are not known for scale. In fact, there was an unstated acceptance that while ABM meant higher quality prospects from a must-have target list, it also meant a compromise on scale and volumes.

Today, the evolution in technology allows B2B marketers with advanced ABM capabilities to capture the best intent data from across a diverse set of sources, channels, and touchpoints. Doing this at scale involves capturing intent signals from both - known and anonymous first-party and third-party data. Scale allows marketers running account-based campaigns to access net new in-market accounts and expand their account list significantly.

Along with scale, however, it is also critical to ensure there is no compromise on brand safety and privacy regulations. By scaling the capture of intent signals in brand safe ways, not only do B2B marketers get access to the richest first- and third-party intent data, but also get data from more in-market accounts than ever possible before.

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Chapter 3

Practical Steps Towards Charting Your Own Intelligent ABM Program

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To stay ahead in today's competitive and increasingly complex market, B2B marketers need to upgrade their ABM efforts. This starts with building the capability for best-in-class intent data, which provides unmatched visibility into both - the buyers' collective and genuinely in-market accounts, at scale. An intelligent ABM strategy should also leverage advanced data science capabilities to understand the connection between diverse data points and the context around intent signals. Improving the certainty of intent data enables better engagement and conversions.

How do you get there? Ask the right questions about the data, process and technology powering your current ABM initiatives.

The first step is to **evaluate if your current approach to ABM is built to perform** in today's evolved buying landscape. If performance outcomes of your ABM program depend significantly on the intent data feeding it, then **question whether your intent data today delivers on the three critical parameters of quality, diversity, and scale**.

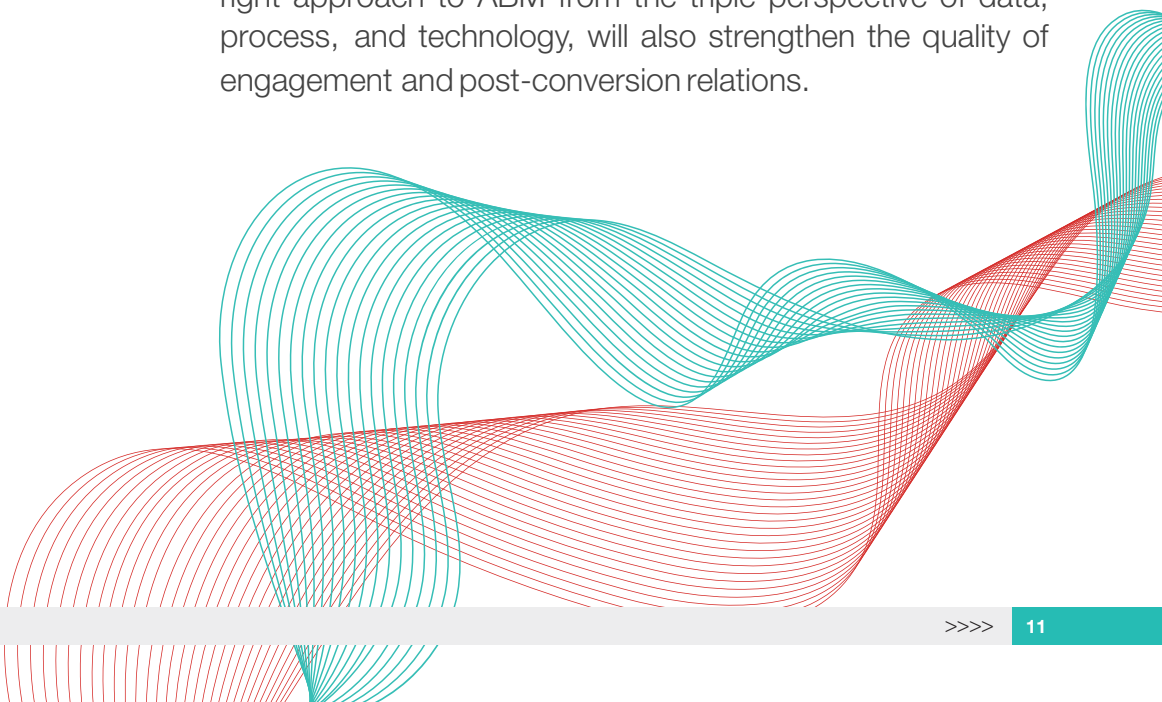
Best-in-class B2B intent data helps you remain competitive by:

1. **Increasing your sphere of influence** earlier in the B2B buying journey
2. **Increasing the certainty of conversion** of your identified in-market buyers
3. **Helping to activate an intelligent ABM strategy** to target and engage with in-market prospects for the best performance outcomes

Along with evaluating your intent data, it may also be useful to **explore whether an advanced ABM platform would be a more efficient way to execute your ABM program**. Such advanced platforms offer the full spectrum of ABM functionality including:

- **Expanding, prioritizing, and focusing** your target account list using best-in-class intent data
- **Activating and engaging** with in-market prospects with relevant and personalized content
- **Converting** them through contextualized campaigns that are personalized at scale
- **Measuring and learning** from campaign reports to continuously optimize performance

While the business impact of investing in best-in-class intent data is of course more and faster conversions, the right approach to ABM from the triple perspective of data, process, and technology, will also strengthen the quality of engagement and post-conversion relations.



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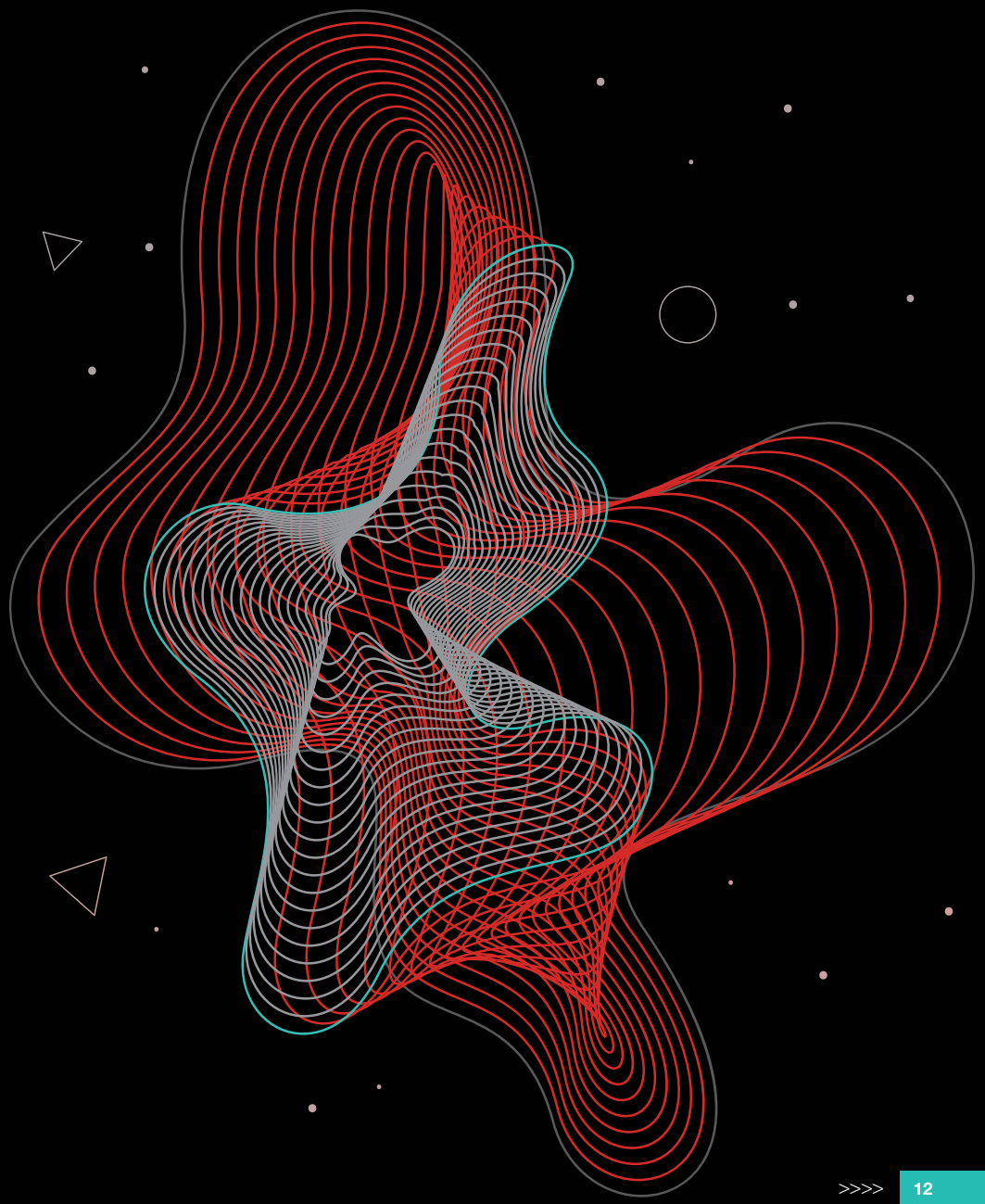
When combined with our integrated marketing capabilities, built on a deep understanding of the buyer's journey, we enable tech brands get unparalleled access to in-market buyers.

Welcome to intelligence-driven marketing.

For more information,

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