

# CoE Webcast Series



Account-Based Marketing (ABM),  
Demystified and Optimized

# Host



## Alex Symos

VP, Go-To-Market Center of Excellence



# Guest Speaker

**Torrey Dye**

Director of Demand Gen and ABM



# Poll #1

*Are you currently practicing ABM?*



## WHAT DOES ABM MEAN TO ME?

*An end-to-end go-to-market strategy designed to focus a majority of marketing, sales, and success effort on the pre- and post-sales accounts with the highest likelihood of success, through data-driven targeting and personalization programs at scale.*



# Poll #2

***What has been your primary challenge associated with running ABM to date?***

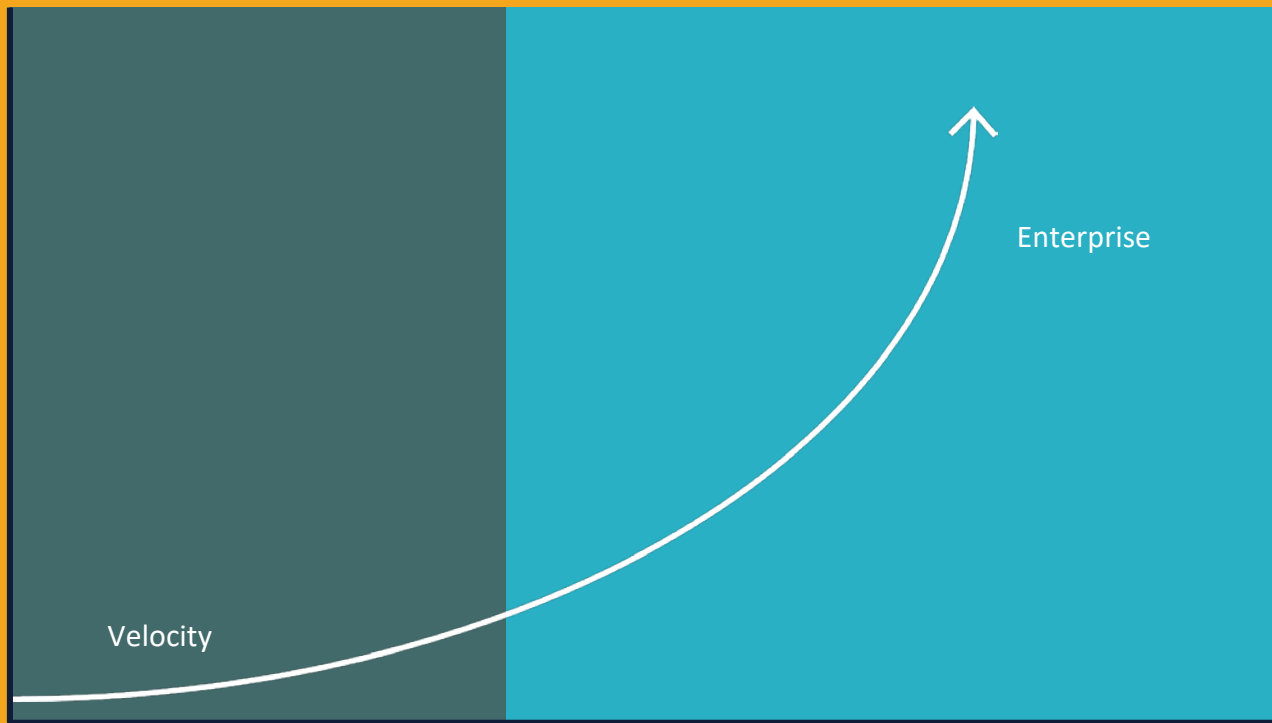




# COMMON ABM CHALLENGES



Personalization



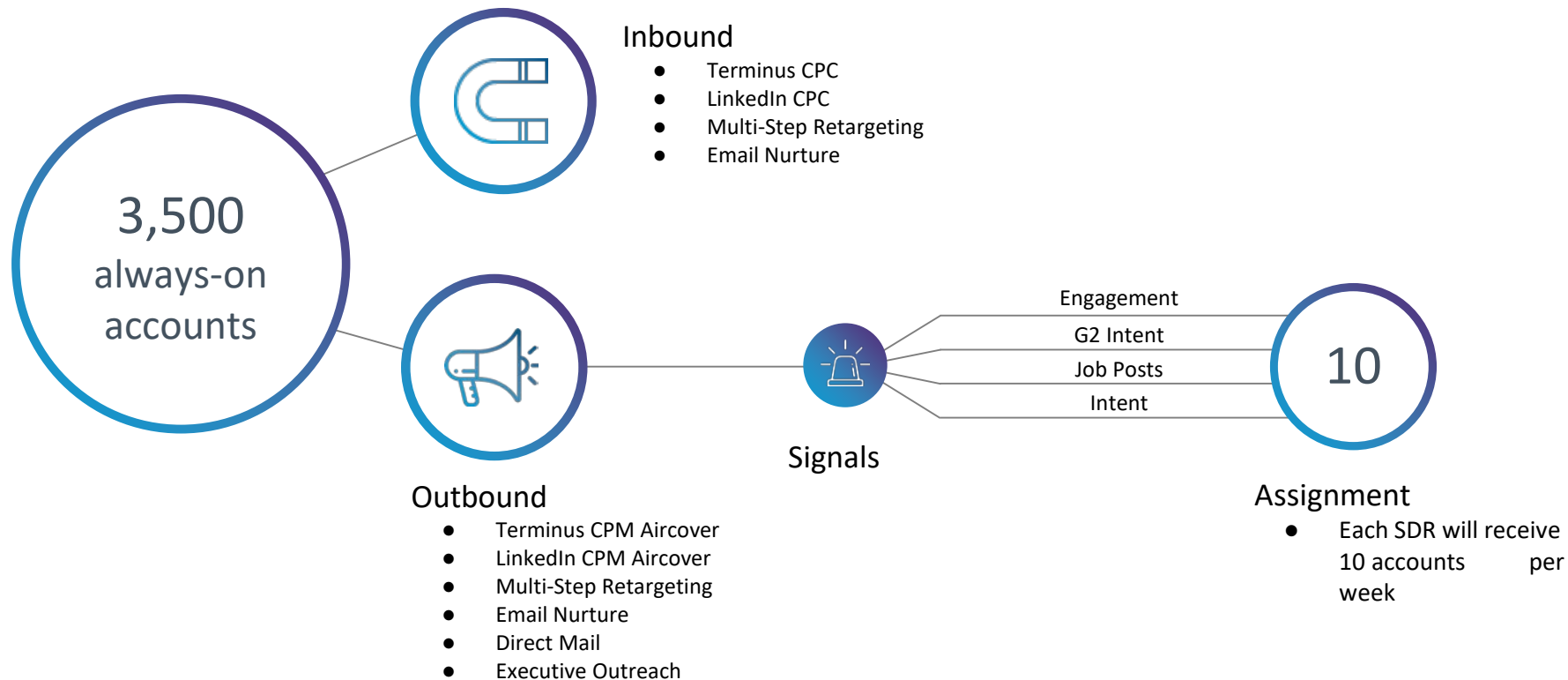
Velocity

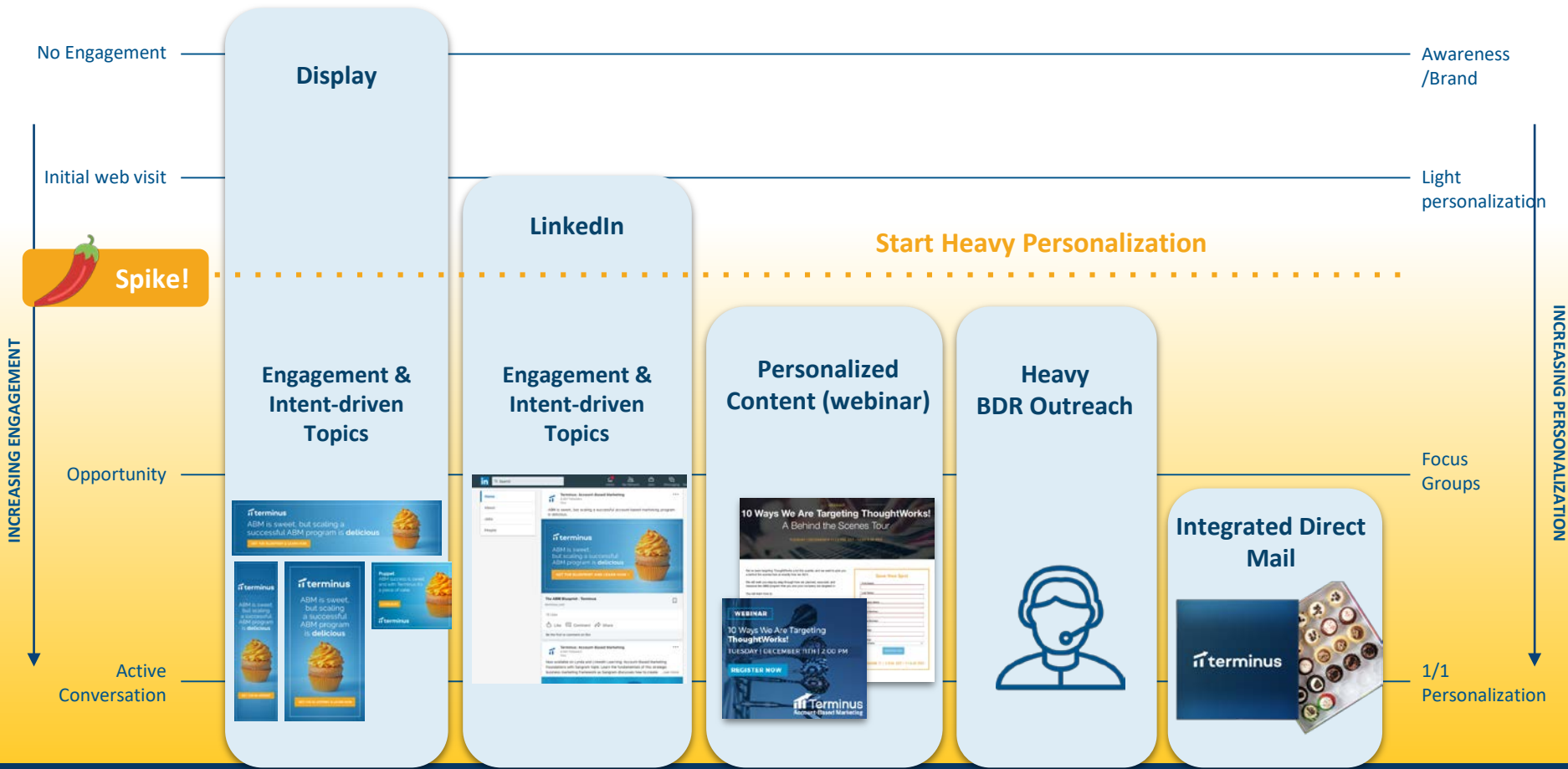
Enterprise

Deal Size



# Always on marketing for our ICP





**PROTIP: Activate more channels as engagement deepens, not fewer!**

# Surround-Sound Personalization

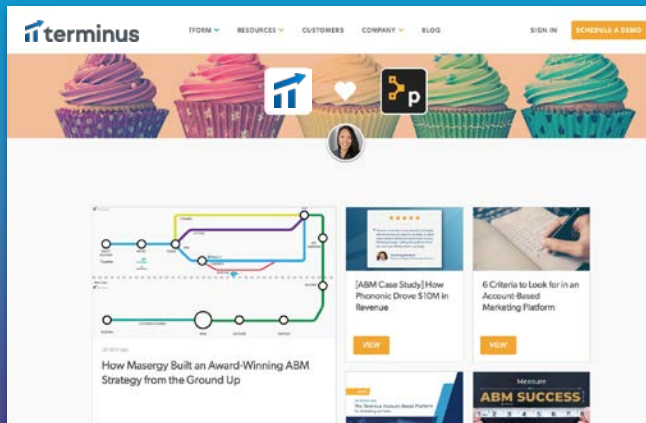
Messages penetrate deeper across channels

Cupcake  
direct mail!

terminus



Cupcakes sprinkled into  
our ads

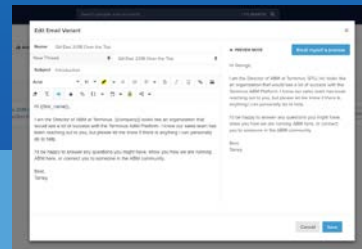


Cupcakes are the icing on top of  
personalized content hubs

## SALES REINFORCEMENT



'Sweet on you' sales script



Executive Email Outreach



# Our ABM Technology Stack at Terminus



TARGET



ENGAGE



ACTIVATE



MEASURE

Firmographic Data



Behavioral & Intent Data



Contact Data



Predictive Modeling



Engagement Triggers



Account-Based Ads



Personalization



Direct Mail



Email Marketing



Sales Intelligence



Sales Engagement



Lead-Based Funnel Measurement



Account-Based Funnel Measurement



Account-Based Data Platform & Account Graph

System of Record



salesforce

# If You Can't Measure it, You Can't Fund it

Report. Optimize. Prove success. Show how your ABM Program is driving real business outcomes.

	TARGET		ENGAGE				ACCELERATE				CLOSED-WON				
	Total Accounts (High Fit)	Accounts with Intent Surge	Engaged	% Engaged	MQA	%MQA	Opps Created	Opp \$\$\$	% Opp	Opps Stage 2	Opps Stage 2 \$\$\$	% Opps Stage 2	Closed Won	Closed Won \$\$\$	% Closed Won
TIER 1	100	74	63	85%	50	79%	24	\$1.8M	48%	14	\$1M	58%	10	\$650K	75%
TIER 2	500	398	240												
TIER 3	1,500	982	428												

Campaign Groups 7

All Campaigns 90

Visual [all](#)

Search Campaign Groups

img alt="Campaign Group icon" data-bbox="355 935 385 965"/> Campaign Group

Unique Leads Touched

Unique Accounts Touched

Unique Opps. Touched

Unique Deals Touched

Total Pipeline Influenced

Account-based Scorecards

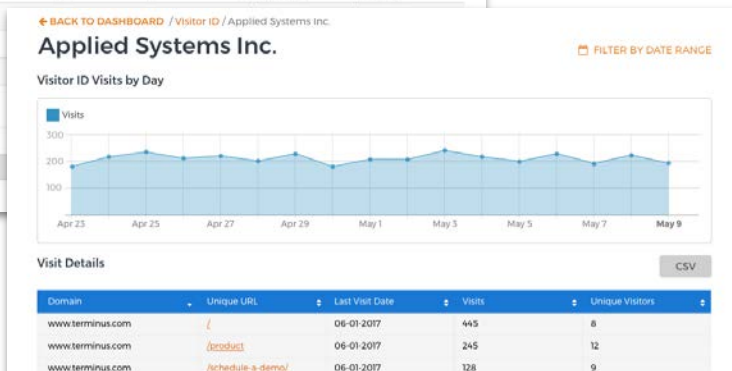
Campaign Groups 7 All Campaigns 90 Visual AL

Search Campaign Groups

Campaign Group	Unique Leads Touched	Unique Accounts Touched	Unique Opprt. Touched	Unique Deals Touched	Total Pipeline Influenced	Total Revenue Influenced
Hosted Event	3,908	1,313	223	1	\$205,511,516	\$3,603,600
Content	4,100	1,340	240	1	\$307,524,542	\$2,882,880
Blog	4,296	1,391				
Tradeshaw	3,943	1,285				
Webinar	4,029	1,338				
Sales Development Prospecting	2,071	835				
Direct Mail	1,857	753				

Totals

Account-based Campaign and Opportunity Level Reporting



Granular account-level insights





# ABM Scorecard

Reporting Timeframe  
[DATE]

		Funnel Progression						
	Total Accounts	Engaged Accounts	Opportunity Accounts	Won Accounts	Pipeline Created	Revenue Won	Revenue Per Account	Velocity
Segment 1	#	# / %	# / %	# / %	\$	\$	\$	# days
Segment 2	#	# / %	# / %	# / %	\$	\$	\$	# days
Segment 3	#	# / %	# / %	# / %	\$	\$	\$	# days



# GOOD TO GREAT MARKETING

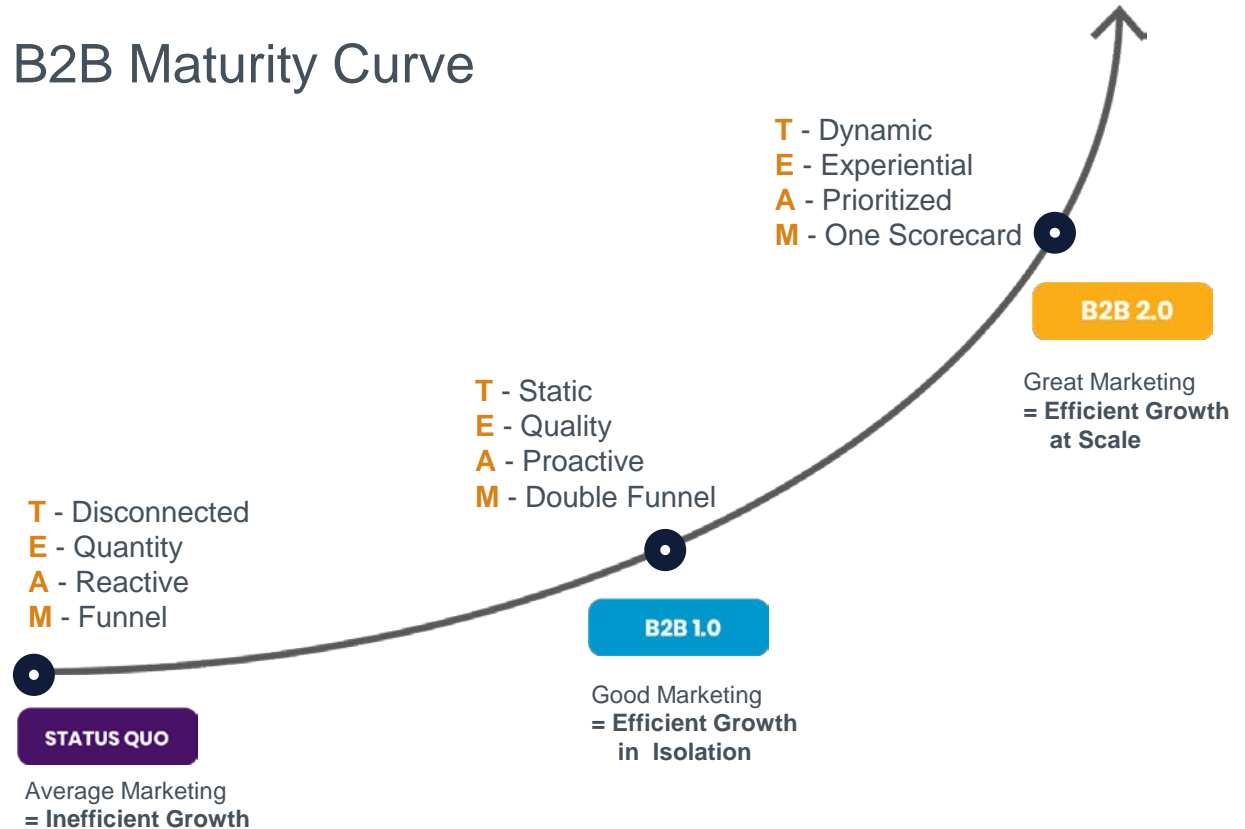
TARGET

ENGAGE

ACTIVATE

MEASURE

## B2B Maturity Curve



Q&A

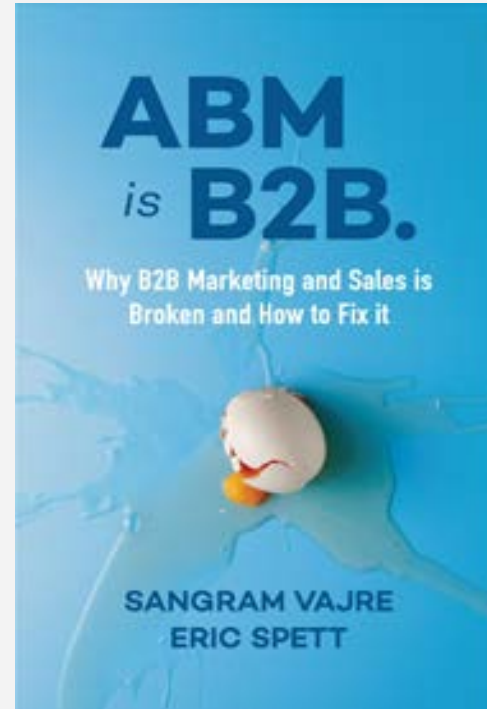


# Poll #3

***Please rate the value of this webcast!***



# Recommended Reading



# Stay Connected



slack

<https://edisonpartnerssm.slack.com>

# Upcoming CoE Webcasts

## **HR CoE Webcast: Combating Unconscious Bias - Creating an Inclusive & Upstander Culture**

Thursday, October 24<sup>th</sup> at 2:00 p.m.



**Eileen Covey**  
*Director, Finance & Operations*



edisonpartners



**Katherin Nukk-Freeman, Esq**  
*Co-Founder, SHIFT HR Compliance Training*



THANK YOU

*for joining us*