

The Enterprise Playbook to Account-Based Demand Generation

Rapidly Scale ABM Lead Flow with High-Quality
Leads that Sales Teams Trust

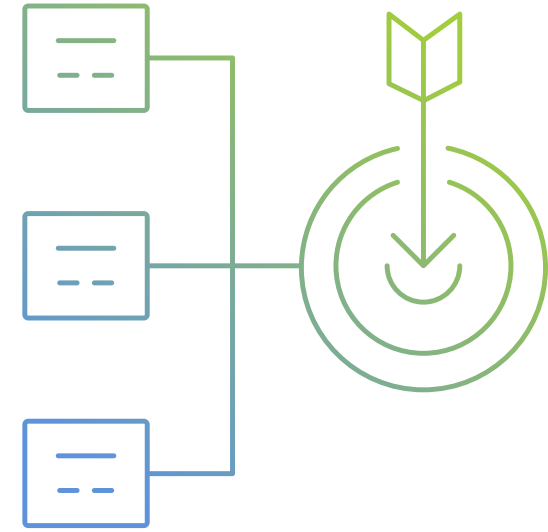


REVENUE MARKETING SERIES: PLAYBOOK 1

The Revenue Marketing Series is a compilation of thought leadership and success stories from Integrate's customers, organized into guides for enterprise marketing leaders who are exploring new ways to scale revenue.

This playbook focuses on executing a scalable ABM strategy, which is just one of many demand generation strategies to consider and integrate.

Visit [Integrate](#) to access a library of resources on additional revenue marketing strategies, including social media, events, webinars, forms, and content syndication.



Account-based marketing (ABM)

A marketing strategy in which sales and marketing target a list of accounts, use one or more channels to communicate with key decision-makers, and measure results at the account level.



EXECUTIVE SUMMARY

ABM becomes the new normal.

In 2019, ABM will pass a tipping point: For the first time, the majority of B2B marketers are expected to deploy this marketing strategy at their companies,¹ and it will consume, on average, 28% of total marketing budgets.²

Proving ROI is a challenge.

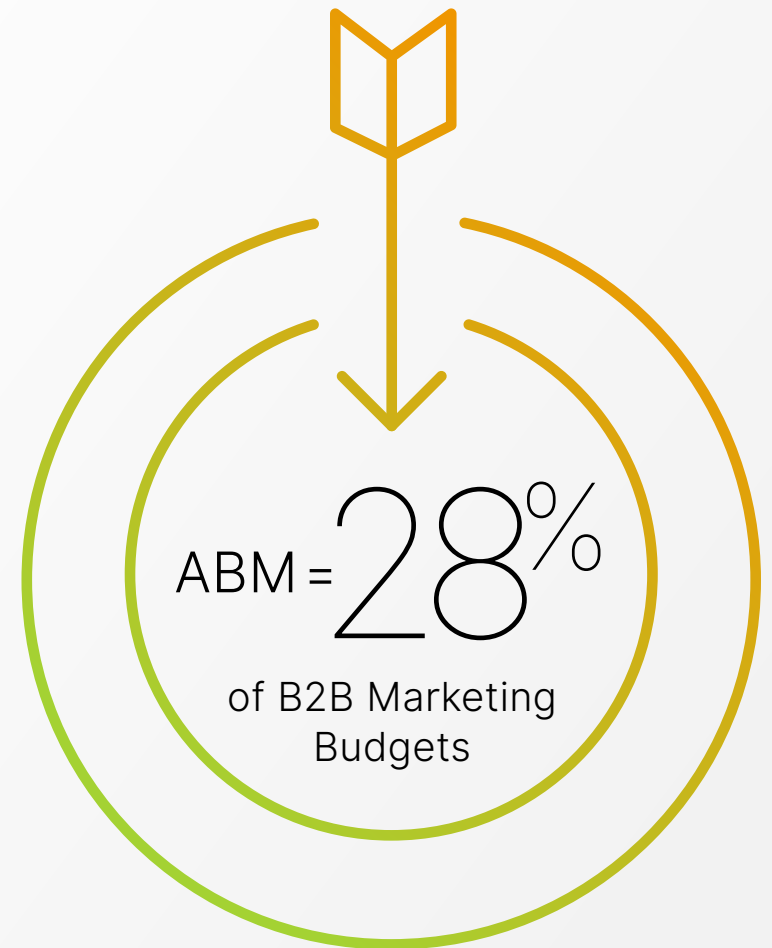
Yet many B2B marketers are having trouble generating targeted leads and measuring the success of their ABM programs – especially with programmatic spend – putting their marketing budgets at risk.

Programmatic on its own doesn't translate to pipeline.

A siloed approach is at the heart of these challenges. There's little to no pipeline generation from programmatic investment alone – it must be used in tandem with other account-focused lead gen channels, such as CPL campaigns, to prove big ROI gains.

ABM success lies in an integrated approach.

Taking a cross-channel, holistic approach to ABM – connecting account-based programmatic programs with account-based lead generation programs – is a surefire way to generate both awareness and leads across the buying committee and set sales teams up for success.



2019 ABM TRENDS

ABM becomes the standard for B2B marketing.

According to Gartner, Inc., “Gartner predicts that by 2019, 75% of B2B technology service providers with more than \$10 million in revenue will adopt ABM as their primary market model, up from 25% in 2017.”³

Programmatic remains the gateway to ABM.

TOPO reports that advertising will continue to be one of the first account-based tactics used by marketers.⁴ The majority of B2B marketers (61%) plan to dedicate even more toward programmatic spending in 2019, increasing the pressure to demonstrate ROI.⁵

ABM measurement will become more refined, but still a challenge.

Measurement will emphasize account engagement scoring and differentiated reporting for each use case, according to SiriusDecisions.⁶ But siloed organizations will struggle to tie ABM investments to pipeline, especially programmatic investments.

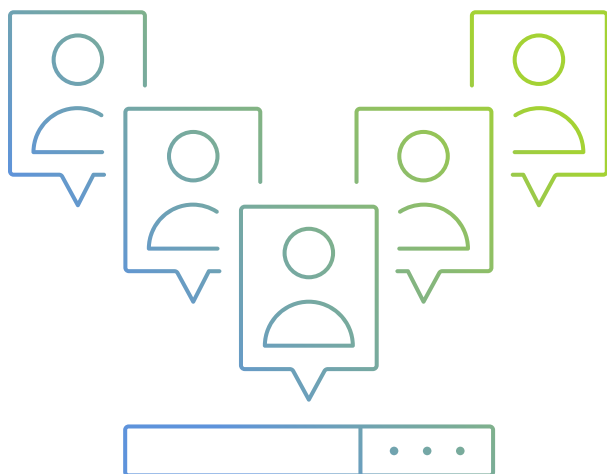
RECOMMENDATIONS: ELEVATING YOUR ABM STRATEGY

01

SCALE ABM FROM A ONE-TO-ONE OR ONE-TO-FEW TO A ONE-TO-MANY PROGRAM

Enterprises often go after hundreds of accounts at one time and need to execute ABM at scale. Centralizing all top-funnel ABM campaigns in a single software solution unlocks the ability to automate program management, so marketers can effectively engage and convert new decision-makers at targeted accounts with less effort.

When evaluating solutions, look for one that retains the powerful personalization aspect of ABM, allowing you to dynamically display account-specific messaging in ads and on landing pages.



"We were looking for a partner to help us push our programmatic ABM to the next level, aligning brand awareness with demand generation.

The Integrate platform is unlike any other solution we evaluated...Integrate is going to be a key part of accelerating our ABM and overall digital strategy moving forward."



Marina Lemas
Integrated Demand Marketing
Gigamon

RECOMMENDATIONS: ELEVATING YOUR ABM STRATEGY

02

GENERATE STRONGER PIPELINE FROM ABM BY CONNECTING PROGRAMMATIC WITH DEMAND GENERATION

While programmatic helps B2B marketers generate awareness among their targeted contacts, it isn't an effective way to generate opted-in leads for sales.

Simultaneously, only running lead gen campaigns (e.g., content syndication), fails to effectively surround and nurture the entire buying committee. For ABM programs to achieve maximal impact, B2B marketers must synchronize programmatic and lead gen channels, enabling each to learn from one another so that you can continually home in on the accounts most likely to convert.

Prioritize vendors that allow you to execute, measure, and optimize programmatic display campaigns in tandem with lead generation campaigns. For example, via Integrate's ABM solution, higher display ad clickthrough rates among specific targeted accounts can automatically update your target-account list for lead gen campaigns.

"It's important to ensure your content syndication channels are fully integrated with your ABM program. Content syndication feeds ABM. If you have contacts that have a high-heat index and are repeatedly downloading your content from numerous sources, it really signifies intent, and gives you the ability to add another group to your ABM program."



Pamela Guyton-Micheles
Senior Manager of Demand
Generation Marketing
[Avalara](#)

RECOMMENDATIONS: ELEVATING YOUR ABM STRATEGY

03

DRIVE BETTER ROI FROM ABM BY GETTING ACTIONABLE DATA FROM MEASUREMENT REPORTS

Connecting top-of-funnel programmatic ABM with bottom-of-funnel demand generation makes it possible to leverage the insights and engagement captured by programmatic to make demand generation activities more effective.

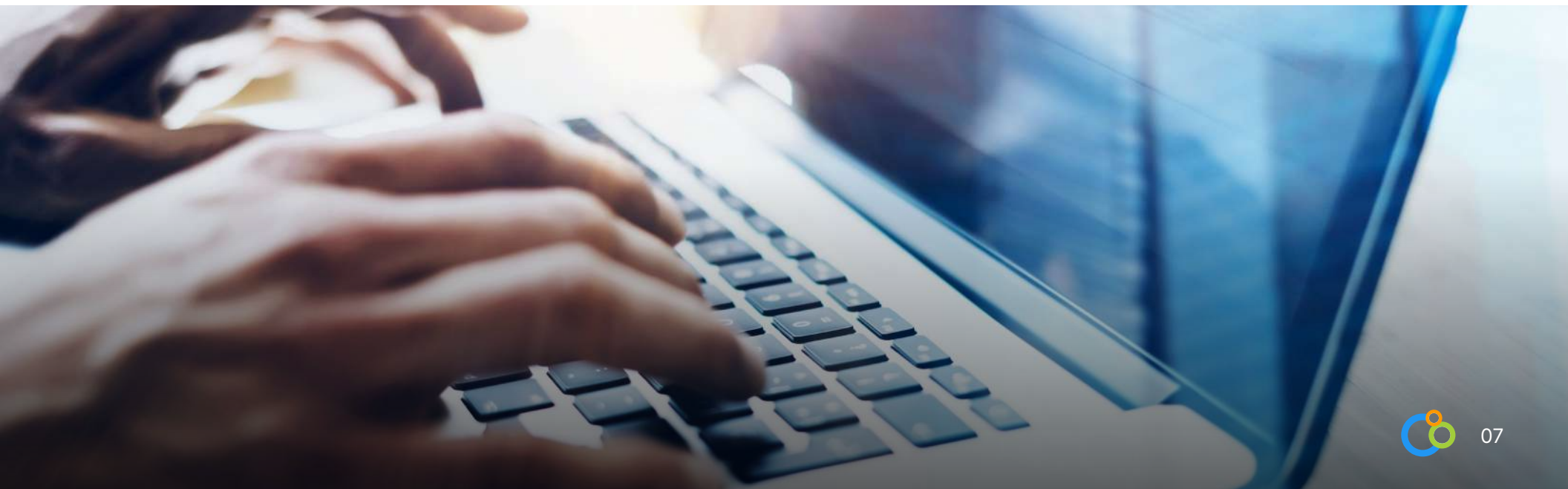
Ensure you have the capabilities to understand performance in real time across all your demand marketing programs. This unlocks the ability to quickly optimize ABM programs based on which campaigns, sources, content, and accounts are driving the most engagement from decision-makers on your target-account list and represent the strongest sales pipeline opportunities.

#1 ABM

Program Challenge

Getting the data and reports needed to track results

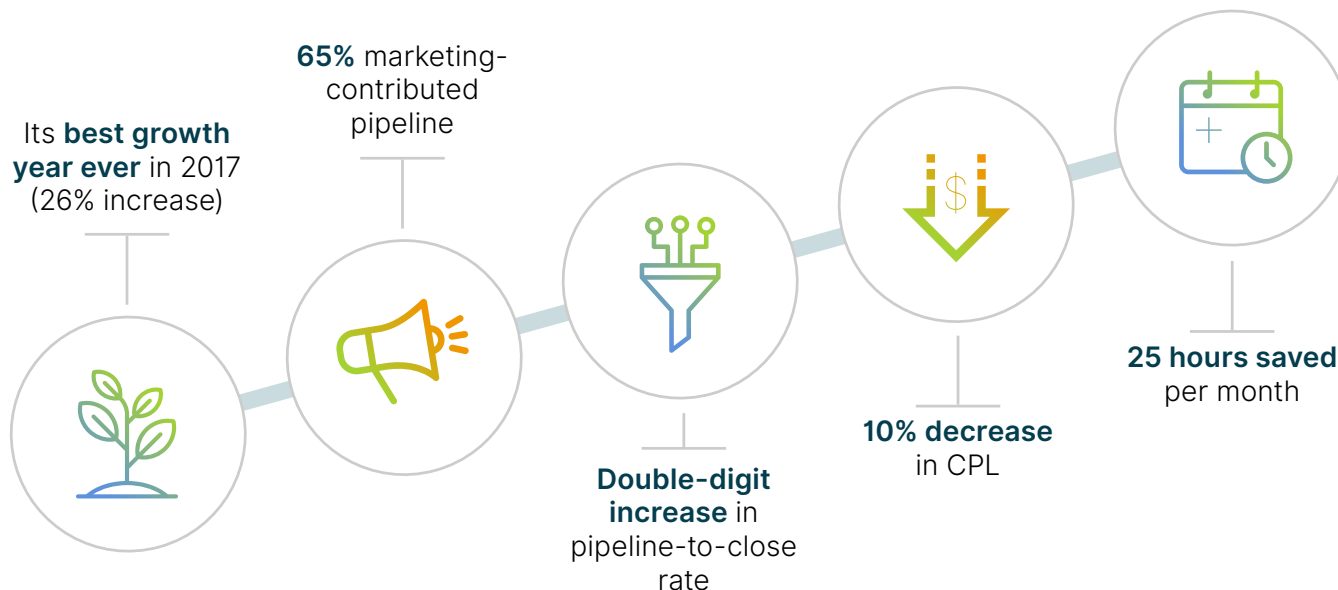
ITSMA & ABM Leadership Alliance study⁷



ABM IN ACTION: LEARNING FROM LEADING ENTERPRISE MARKETERS



When Plex, an industry-leading manufacturing ERP software provider, implemented an ABM strategy leveraging Integrate, the company recorded remarkable results:



Jennifer Dimas
CMO
Egnyte
(formerly at Plex)

“My team at Plex was spending too much valuable time doing all this taxing, non-strategic work. With Integrate all of that has been automated. We have so much more time to use their talents and expertise for more strategic efforts, such as getting more sophisticated about how we target and engage with our target accounts. All because we freed up time and resources by automating the top of the funnel.”

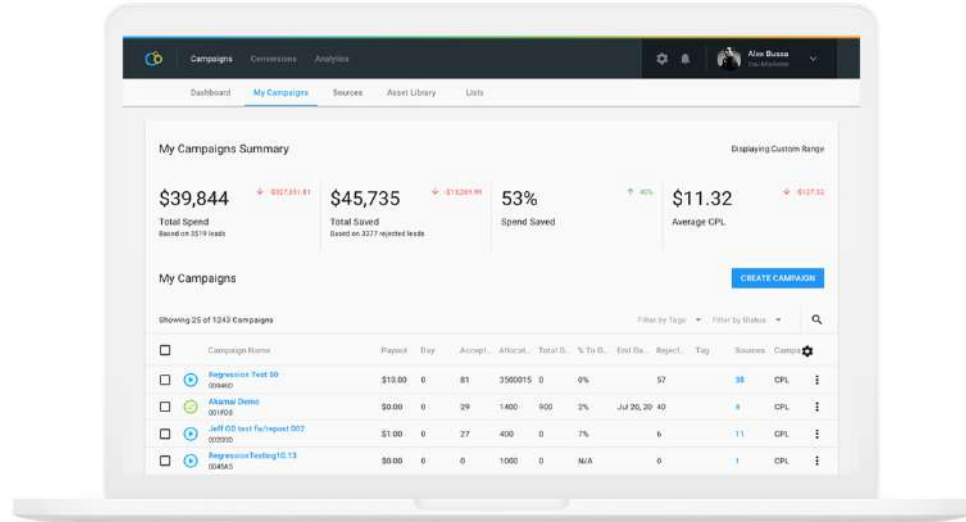


THE WINNING COMBINATION FOR ABM SOLUTIONS

To maximize impact of your ABM strategy, you need a solution that delivers the following capabilities:

1. **Delivers target-account leads that are high quality, validated and compliant**
2. **Provides personalized display impressions at target accounts – and proof of who saw it**
3. **Prioritizes and routes the best leads to sales in real-time based on aggregate data**

Checking these three boxes ensures a successful ABM program that will earn CMOs recognition for delivering leads that sales actually wants.



“If you’re running an ABM program then you need Integrate.”



Hassan A.
Digital Manager - North America,
EMEA & APAC
Fortinet®

WORK WITH INTEGRATE

Integrate's innovative approach to ABM targets your key accounts with a combination of programmatic advertising and CPL campaigns, increasing the quantity and quality of targeted-account leads. Integrate customers save hundreds of hours per month, generate three times more high-quality sales leads, and impact four times as many opportunities.

www.integrate.com | requests@integrate.com | 866-478-0326

“Generating marketing-attributed pipeline with using account-based programs takes orchestration. The combination of Integrate’s Demand Orchestration software and Data Marketplace was a critical missing piece in Plex’s full-funnel ABM effort.”



Amy Horgan
Director, Digital Campaigns
Dynatrace
(formerly Plex)

REFERENCES

- 1 https://www.dnb.com/content/dam/english/dnb-data-insight/DNB_MindTheDataGap.pdf
- 2 <https://www.itsma.com/new-report-abm-driving-greater-customer-success/>
- 3 Smarter with Gartner, Prepare to Revitalize Your Go-to-Market Strategies with Account-Based Marketing, April 10, 2018, <https://www.gartner.com/smarterwithgartner/prepare-to-revitalize-your-go-to-market-strategies-with-account-based-marketing/>
- 4 <https://abminaction.com/issues/volume-03-issue-04/how-abm-will-go-mainstream-in-2019/>
- 5 https://www.dnb.com/content/dam/english/dnb-data-insight/DNB_MindTheDataGap.pdf
- 6 <https://client.siriusdecisions.com/~media/LicensedResearch/AccountBasedMarketingPlanningAssumptions2019.pdf>
- 7 <https://www.itsma.com/revolution-is-almost-here-2018-abm-benchmark-study/>
- 8 <https://www.g2crowd.com/products/integrate/reviews/integrate-review-1286804>



Your privacy is important to us. We'll never share your info without your permission.
View our Privacy Policy at www.integrate.com/privacy. Copyright © 2019 Integrate All rights reserved.