Evergage for Account-Based Marketing

Only Evergage's real-time personalization and customer data platform (CDP) delivers The Power of 1, enabling marketers to deploy account-based marketing (ABM) strategies to identify and convert website visitors from target accounts.

Combining advanced IP lookup capabilities that identify a visitor's company, industry and other firmographic details, along with deep behavioral analytics — which help uncover a visitor's true intent — Evergage's ABM capabilities empower marketers to dynamically adapt visitor experiences and respond "in-the-moment" with relevant content, messages and calls-to-action (CTAs). The benefits? Better engagement, higher conversion rates, and reduced bounce rates.

TARGET KEY ACCOUNTS
Identify visitors from target industries or specific accounts the moment they land on your website. Then instantly deliver personalized experiences, content and calls-to-action.

UNDERSTAND INTENT
In addition to account and industry identification, understand each visitor's interests and intent and automatically tailor experiences in real time to improve engagement.

ACCESS ACCOUNT PROFILES
View aggregated profiles of all visitors associated with a target account — including an account's activity history, preferred solutions, categories and content.

SYNC DATA ACROSS SYSTEMS
To build more complete customer account profiles, use Evergage's Customer Data Platform to pull data from or push data to your CRM or marketing automation platform.

PERSONALIZE EMAILS IN REAL TIME
Trigger timely, one-off emails based on an individual's or account's actions or external factors. Include content recommendations that are personalized at open time in triggered emails or your MAP-delivered campaigns.

RECEIVE NOTIFICATIONS
Notify sales reps when visitors from the same account are active on the site based on the number of visitors, pages visited, time spent, timeframe, etc.
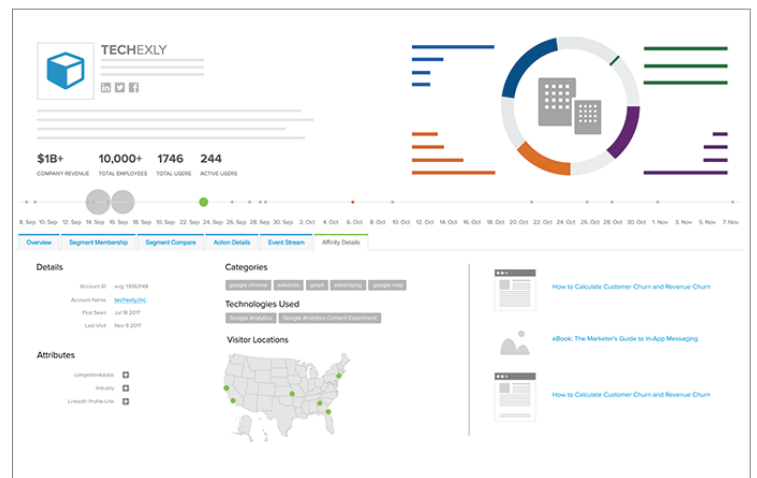
Track detailed visitor behavior at both the individual and account level.