

# 90octane

was asked

“IF YOU HAD 1 THING TO SHARE ABOUT CREATING A SUCCESSFUL ABM PROGRAM, WHAT WOULD IT BE?”

THIS IS HOW WE RESPONDED

“Build a proof-of-concept that can be

## SCALED

to other products/initiatives.”

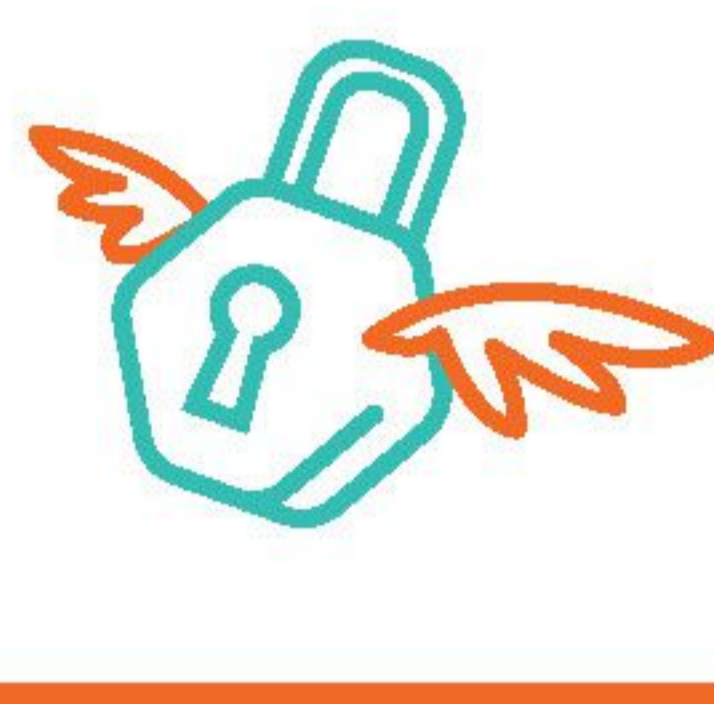
Kari Wiens  
Account Director



“Intent is key.

If you can find those prospects that are already in need of your solution, your job gets easier... and more fun!”

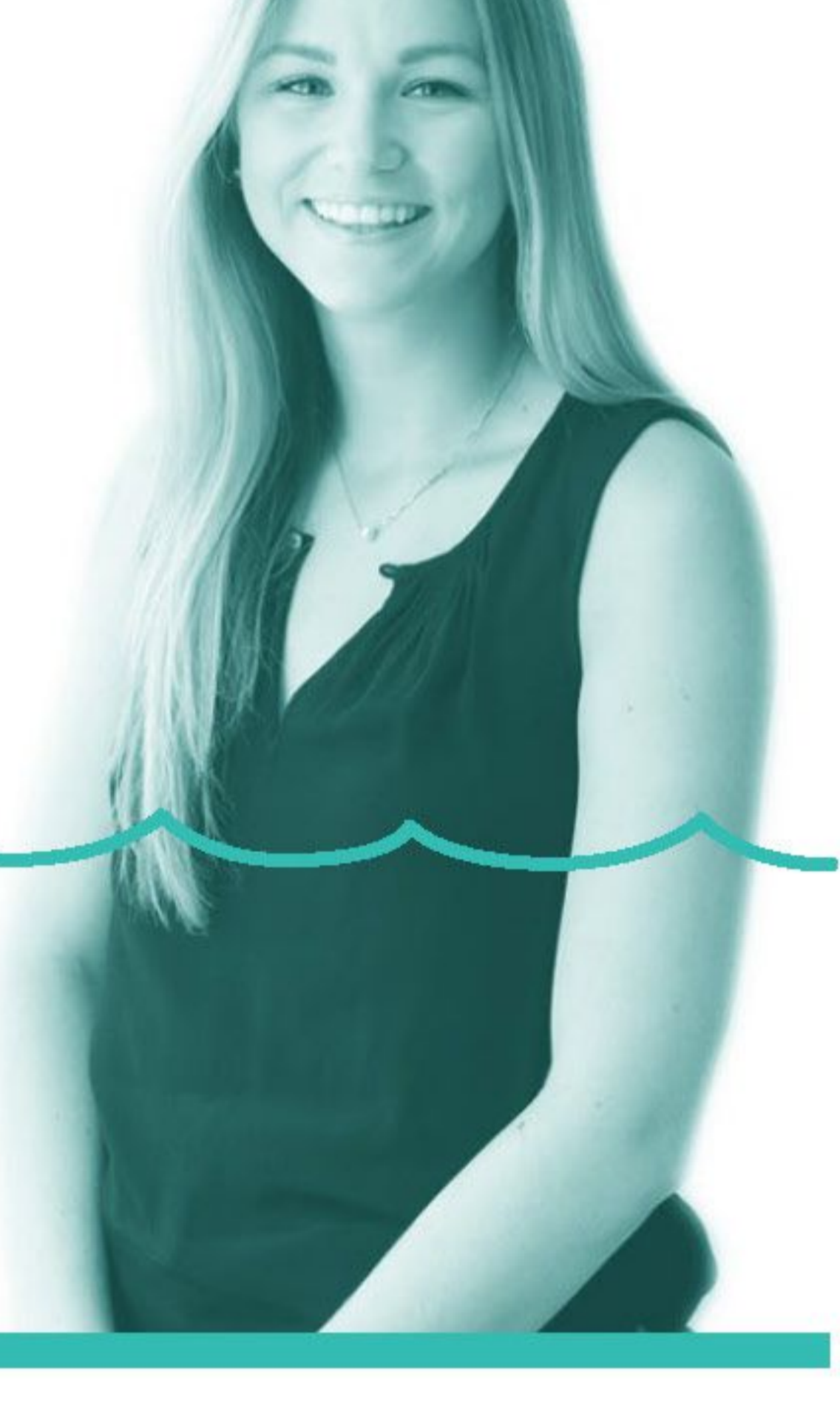
Pete Fenger  
Art Director



## “KNOW YOUR AUDIENCE SOOO WELL

that assets and messaging are personalized to their business problems.”

Amanda Christensen  
Social Media Strategist



“Leveraging personalized video in ABM is a great way to

## CUT THROUGH THE CLUTTER,

ultimately making a connection with your top accounts.”

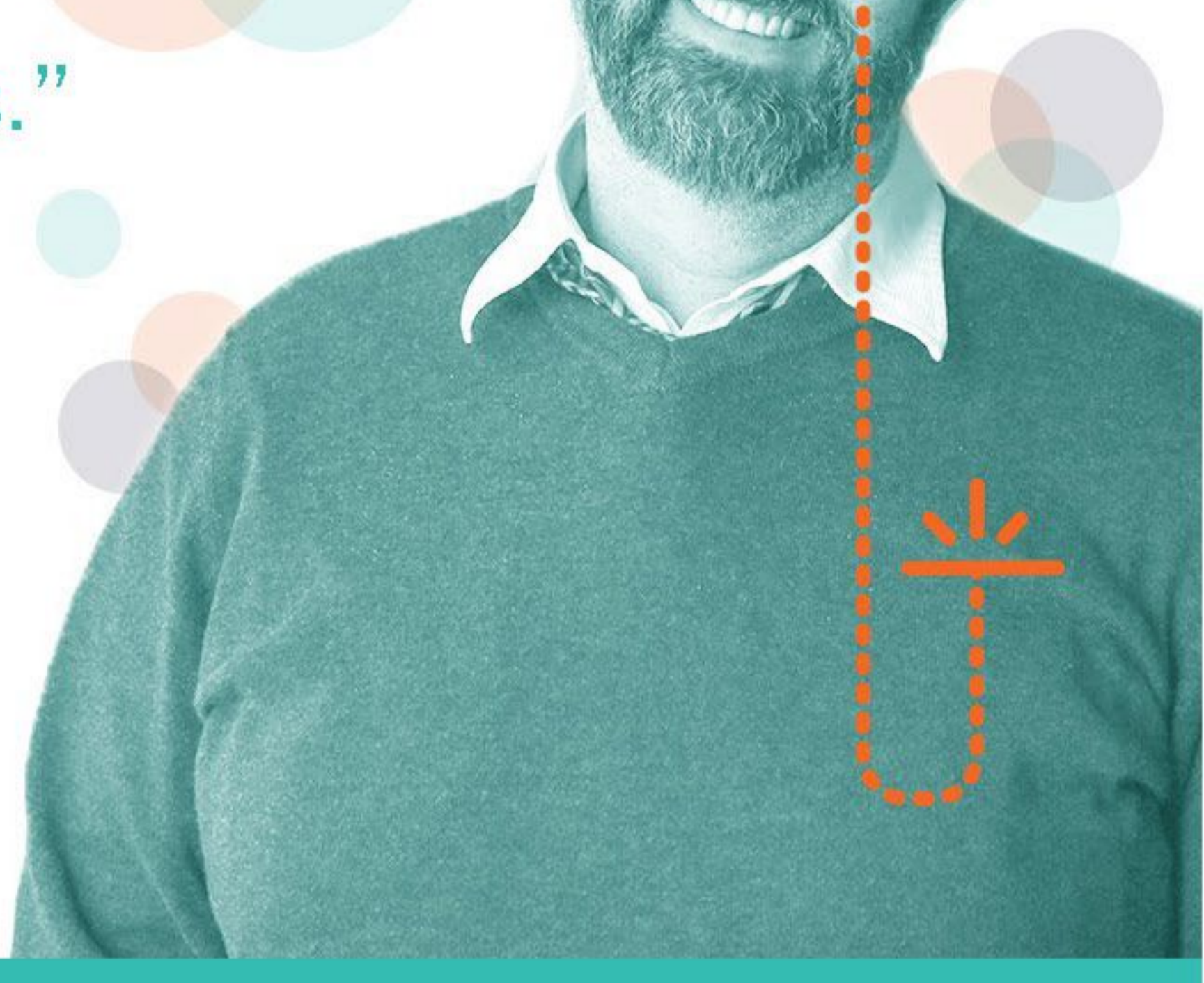
Ben Marshall  
Art Director



## “FILTER

paid search targeting by using audience lists.”

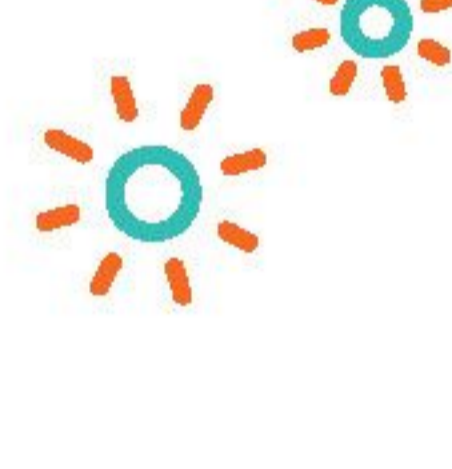
Terry Morris  
SEM Supervisor



“Data shouldn’t be the final decision maker - sales should also apply their own insights. ABM needs both:

## art & science.”

Chris Connor  
Account Director



## “RESEARCH IS

- and always should be - a major player in ABM.”

Bretton Hoekwater  
Marketing Analyst



“Keep the human element and remember decisions

## are not made alone!”

Tyler Ventrella  
Media Strategist



“Success at anything always comes down to this:

## FOCUS.”

- The Rock

Pablo Colombar  
Creative Technologist



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[www.90OCTANE.com](http://www.90OCTANE.com)