

BUILDING AN ACCOUNT-BASED MARKETING TECHNOLOGY STACK



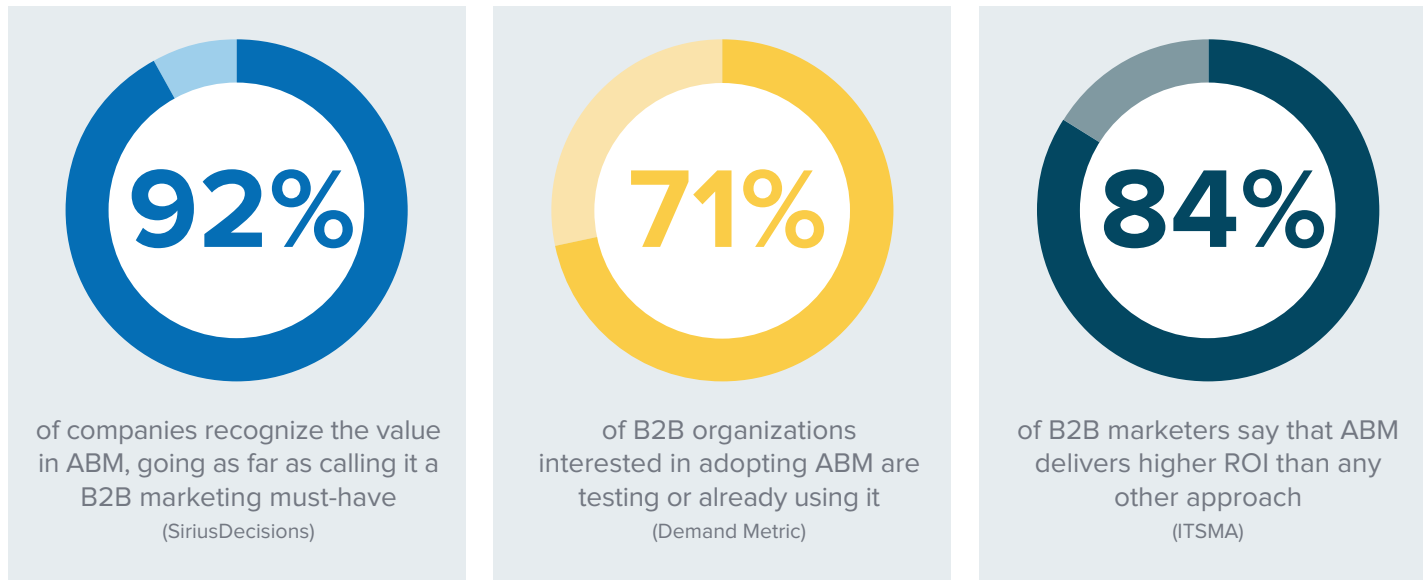
ABM
Leadership Alliance



INTRODUCTION

Everyone's talking about Account-Based Marketing (ABM). It's quickly become one of the hottest and most noteworthy trends in B2B marketing. And the industry is starting to take notice, with more and more marketers embarking on the ABM path and driving results for their organizations.

As ABM adoption has soared, new technologies have emerged to help scale the strategy. Technology itself plays an integral role in ABM—from building a target account list to executing marketing programs across the funnel to measuring the overall impact on revenue—it enables B2B marketers to streamline their campaigns and automate their processes. However, lots of B2B marketers still struggle to understand how to make the various technologies work together to implement an ABM strategy.



Because of ABM's momentum and the need to help B2B companies better understand how to get started and scale their ABM efforts, a group of companies have come together to address these challenges. The ABM Leadership Alliance brings together industry-leading data and technology partners who enable an ever-growing list of B2B marketers to deploy successful ABM strategies every day. These companies have been strong advocates for ABM and play a critical role in developing a high-performing ABM technology stack.

In this eBook, we'll walk you through several types of technology and discuss how they fit into your ABM strategy.



BUILDING AN ACCOUNT-BASED MARKETING TECH STACK

With over 3,700 marketing technology companies in the space, there's tremendous opportunity to create and customize the right combination for your needs. There is also the challenge of knowing what technology is vital to executing ABM. So what technologies should be in your ABM tech stack?

Here are some important factors to consider when evaluating ABM technology:



Integration With Other Technologies

You probably already have a set of core technologies in your current tech stack. As you onboard ABM specific technology, you'll need to ensure that each piece integrates with existing systems like CRM and marketing automation.



Actionable Metrics

Metrics are an integral part of building a solid ABM strategy. Instead of relying on secondary metrics like unique visitors or click thru rates, you'll need to measure your marketing performance with metrics that are directly tied to business impact. The technologies you choose should help you connect program results directly to revenue.



B2B Centric

B2B companies face a set of unique marketing challenges, which require specific technology to address. As you navigate the space, you'll need to identify the technologies and vendors that have solutions built for the unique needs of B2B.



Connected Data

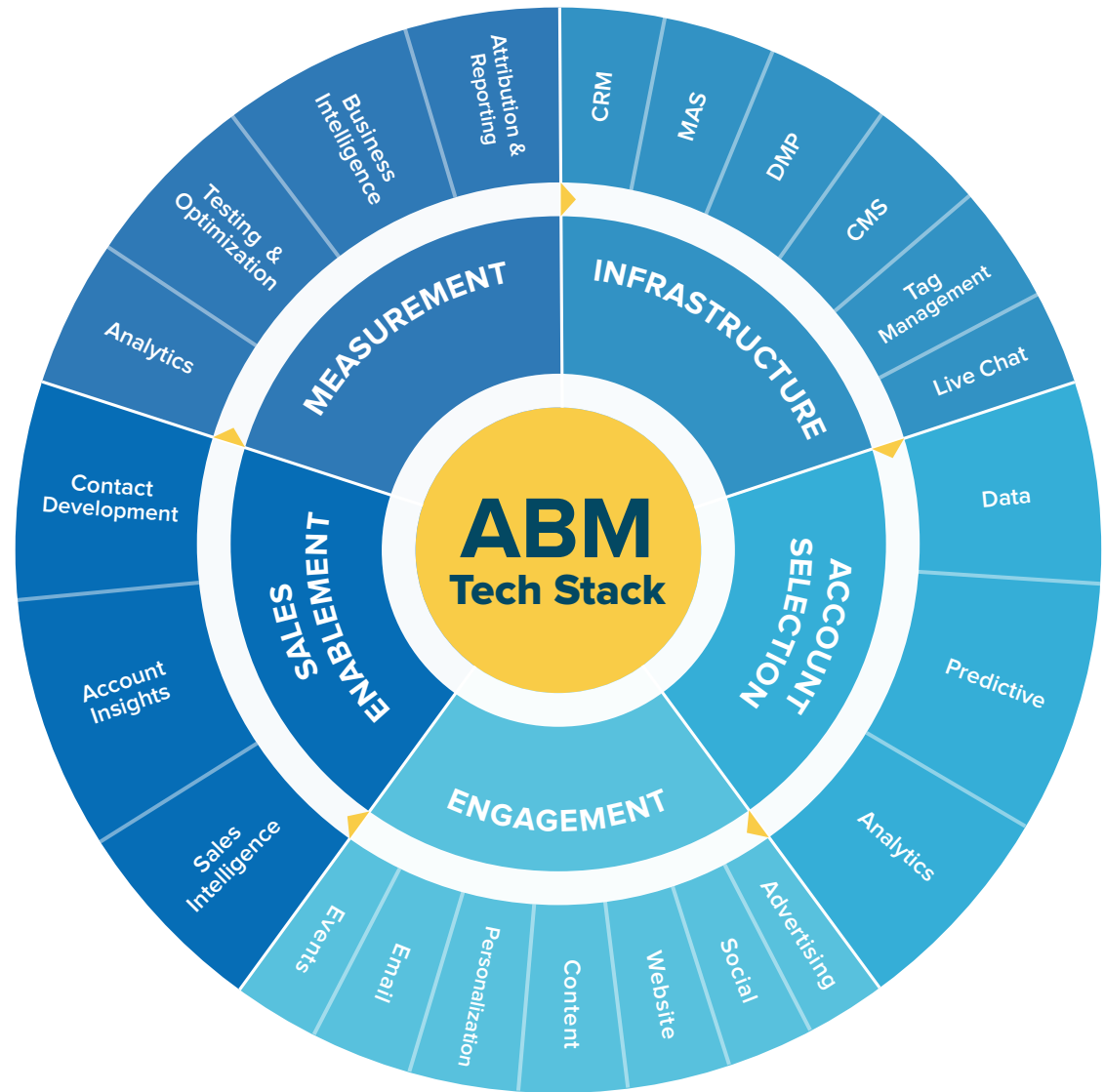
As you execute your programs across the funnel, you need data that allows you to measure results and optimize what's working. Ideally, your different marketing technologies will have the ability to share data and make it more actionable.



SAMPLE ABM TECH STACK

Here is a sample ABM technology stack you can use to guide your efforts. It's important to remember that each company is different—with varying business challenges, goals and objectives and existing technology in place. So it's likely that you may not have all these technologies in your individual stack. But it will give you a blueprint of what to consider.

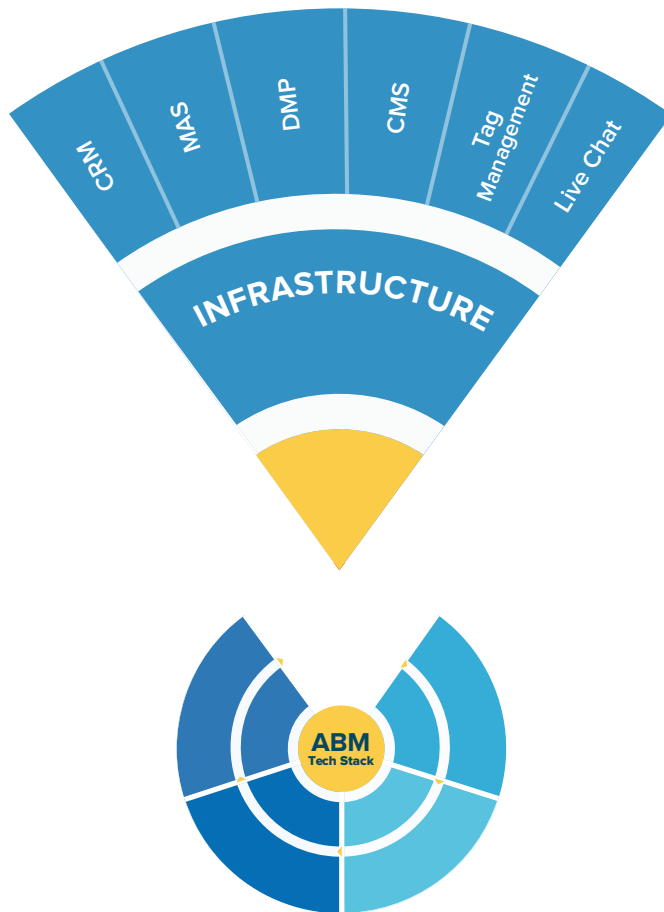
Over the next few pages, we'll walk through each one of these technologies and briefly highlight the role they play in your ABM strategy. From there, we'll dive deeper and highlight the technologies represented within the ABM Leadership Alliance.





INFRASTRUCTURE

A successful ABM strategy requires a set of core technologies to execute programs across the funnel. These technologies will act as a foundational element to your ABM strategy and include many of the technologies B2B marketers are already using.



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Store and manage all of your target account data

Understand opportunity and pipeline activities from your target accounts



MARKETING AUTOMATION (MAS)

Automate, segment and scale communications with your target accounts

Score highly engaged buyers at your target accounts



DATA MANAGEMENT PLATFORM (DMP)

Connect data across solutions from advertising to CMS and marketing automation, all the way to CRM

Leverage data across the marketing and sales funnel



CONTENT MANAGEMENT SYSTEM (CMS)

Create and edit website content to fit the needs of your target accounts

Engage target accounts with a relevant experience



TAG MANAGEMENT

Manage all the code on your website

Improve website performance



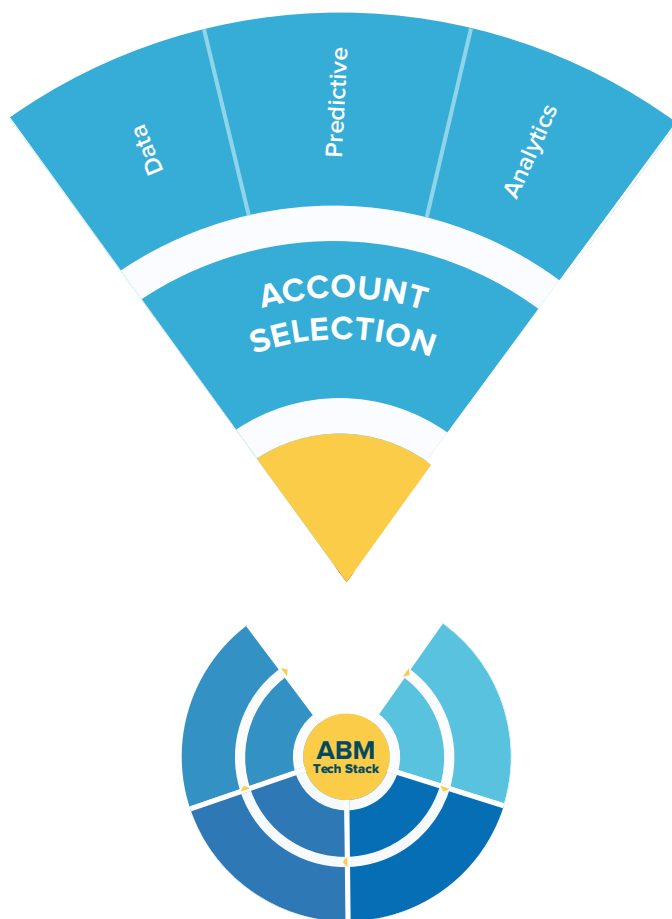
LIVE CHAT

Engage target accounts and convert warmer leads



ACCOUNT SELECTION

Account-Based Marketing requires you to focus on a set of target accounts—the companies with the most potential to your business, which can include customers, prospects, partners or a mix of all three. Account Selection technologies provide you with data and insights to target the companies most important to your business.



DATA

Identify which accounts to target
Make informed decisions about account-based investment



PREDICTIVE

Identify the attributes shared by your high-value customers
Build a list of target accounts based on scoring attributes



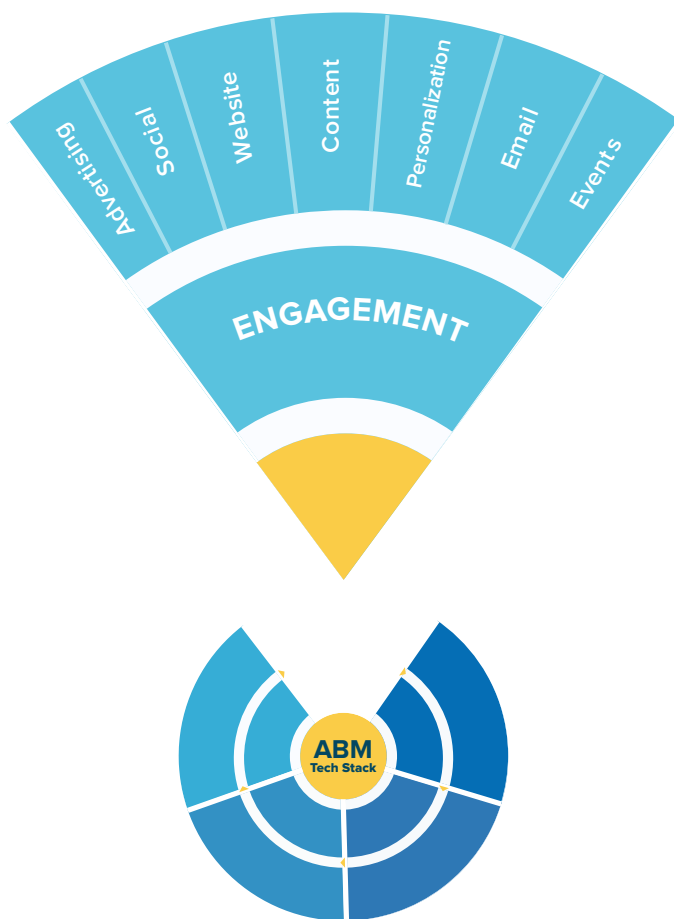
ANALYTICS

Measure the success and impact of your ABM programs
Tie marketing investment to revenue



ENGAGEMENT

To see success with your ABM strategy, you need the right mix of programs—both digital and analog. With these technologies, you can run a variety of targeted marketing programs to engage the companies on your target account list.



ADVERTISING

Reach the buying committee at your target accounts
Generate demand and drive traffic



WEBSITE

Engage target accounts and move them through every phase of their journey
Educate and convert key stakeholders from your target accounts



PERSONALIZATION

Create customized content to increase website engagement from your target accounts
Scale personalization to both known and unknown site visitors
Facilitate relevant, 1:1 connections with your audiences



SOCIAL

Surround buying teams at your target accounts and engage them (regardless of what platform they use)
Create industry conversations and advocacy through digital relationships



CONTENT

Create deeper engagement across your target accounts and buyer teams whether they're known or anonymous
Allow buyers to consume content at their pace and accelerate the buyer's journey



EMAIL

Engage and convert your target accounts
Nurture your target accounts with timely conversations



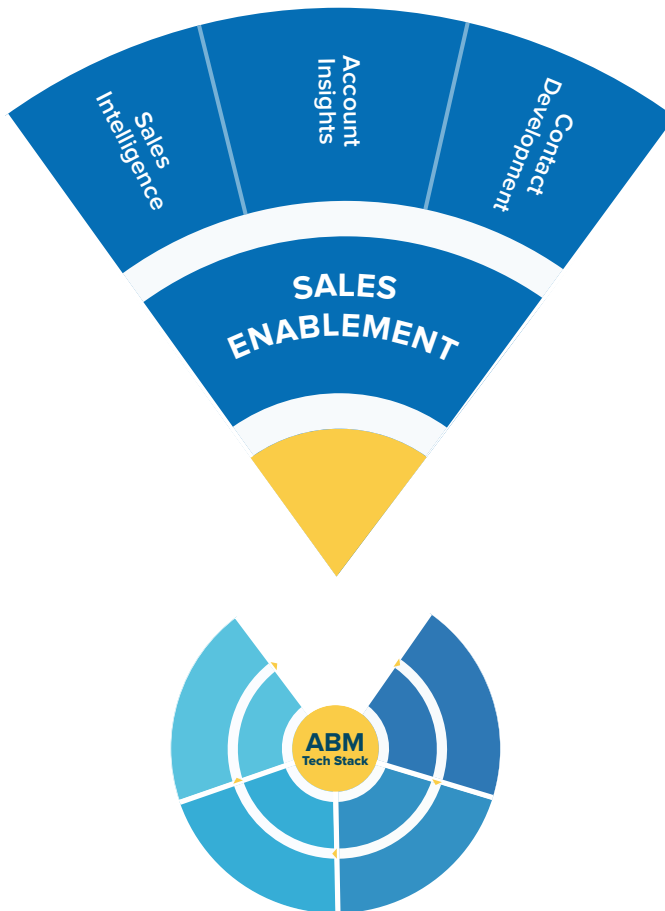
EVENTS

Have a presence at events that have a high concentration of your target accounts



SALES ENABLEMENT

The promise of ABM is a more precise, focused and efficient approach to B2B marketing and sales. To be successful with ABM, you need to align your organization, but particularly your sales and marketing teams, around both strategic and tactical efforts. Sales Enablement technologies provide the insights your sales team needs to focus on the buying groups within your target accounts.



SALES INTELLIGENCE

Pass marketing intelligence regarding target accounts onto Sales

Align Sales and Marketing around account activity data



ACCOUNT INSIGHTS

Deliver valuable buying signals to Sales so they can prioritize outreach



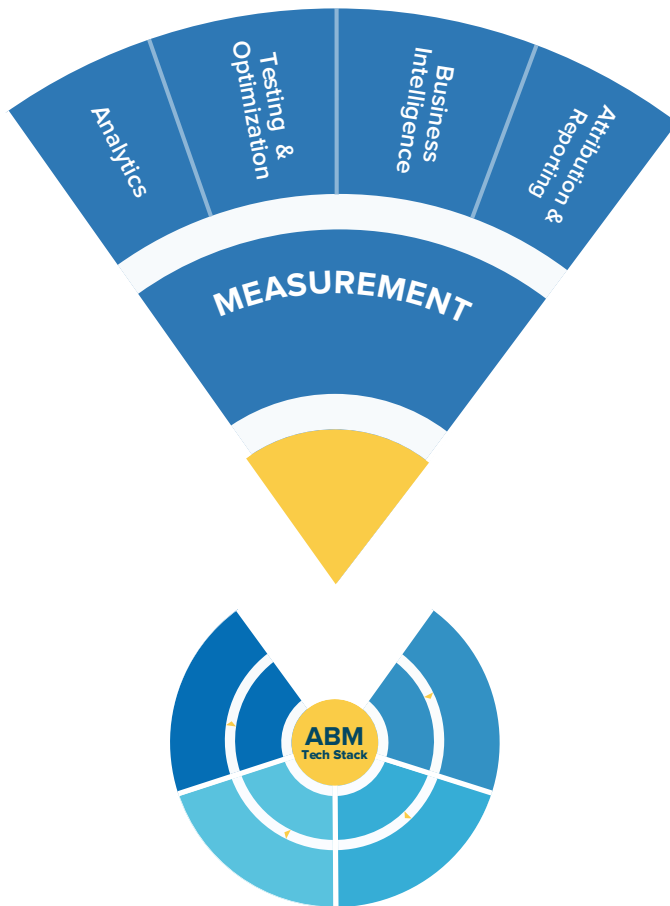
CONTACT DEVELOPMENT

Learn more about the individual decision-makers at your target accounts



MEASUREMENT

The final step to implementing an Account-Based Marketing strategy is measuring your results and optimizing your programs. With these technologies, you can measure your results at every step of the funnel, with data and metrics that focus on accounts and revenue.



TESTING & OPTIMIZATION

Test website elements such as page layouts, CTAs and messaging to identify what resonates with your target accounts



BUSINESS INTELLIGENCE

Use data to analyze the performance of your business, identify new areas for growth and inform strategies



ATTRIBUTION & REPORTING

Align Sales and Marketing around a set of key metrics

Prove marketing ROI



PREDICTIVE

RADIUS

“ Predictive is key to the foundation of our customer’s account-based strategy. Customers who are leveraging existing CRM data, external data and technology to predict which accounts are going to be best for their business are able to gain that competitive advantage and accelerate the growth of their business. Predictive and ABM are the perfect combination. ”

-Darian Shirazi, CEO, Radius

Predictive allows you to define your ideal customer profile (ICP)—the common attributes shared amongst your best customers and prospects that convert most often. Predictive technologies consider available data from a variety of internal and external sources (e.g., CRM, marketing automation, websites, social media channels) to determine:

- **Who your best customers are**
- **How you can convert them**
- **How you can find more of them**

The first step to building an ABM program requires you to build a list of target accounts—the accounts with a much higher likelihood to be your next customers. With predictive analytics, you can score and segment companies based on a set of attributes that go beyond firmographic data (things like company size and industry)—such as social activity, technology usage and buying intent signals. From there, you can identify the attributes shared by your highest-value customers and build a list of pre-qualified accounts. Sales and Marketing can then align around a common account list and prioritize marketing spend and outbound efforts to these key accounts.

MAIN BENEFITS

- 1 Understand which prospects have the highest probability of becoming customers
- 2 Focus resources and marketing spend on the most valuable accounts
- 3 Align Sales and Marketing around a set of target accounts



MARKETING AUTOMATION



“ Today’s B2B marketers are beginning to grasp the important shift toward Account-Based Marketing in order to drive bottom-line results. If not looking at it holistically from an account perspective, marketers end up focusing solely on the individual taking action, which in most cases is not the true decision maker. Account-Based Marketing empowers organizations to target the right contacts earlier in the sales cycle, steer those decision makers through their path to purchase and ultimately impact sales and revenue like never before. ”

- Andrea Ward, VP Marketing, Oracle Marketing Cloud

Marketing automation systems allow you to streamline, automate and measure marketing tasks and workflows. They act as a central marketing database, storing detailed prospect and customer interactions and behaviors. Marketing automation technology allows you to create, manage and automate the targeting, timing and content of outbound marketing messages.

As part of your ABM strategy, you’ll need the ability to segment your target account list by attributes like industry verticals, company size, sales stage and customers. With a marketing automation system in place, you can segment and target the right messages to each one of your target accounts.

MAIN BENEFITS

- 1 Increase revenue with qualified marketing leads
- 2 Increase demand generation efficiency
- 3 Demonstrate marketing value and ROI



CONTENT



“ Marketers all agree that Account-Based Marketing is the inevitable evolution of demand generation but many struggle to scale ABM efforts. Most marketing teams lack the resources to create the type of focused micro campaigns that a successful ABM strategy requires. Content marketing automation makes developing highly scalable, customized target account campaigns more accessible and provides new insight into the engagement, intent and sales-readiness of target buyers. ”

- Nick Edouard, Co-Founder, President & CMO, LookBookHQ

Content marketing automation platforms allow you to move your buyers—both known prospects and anonymous visitors—through a journey of relevant content faster and more effectively. By automating the sequence and delivery of content into highly engaging, personalized experiences that allow buyers to consume multiple assets per session, marketers are able to fast-track buyer education, optimize content engagement and improve lead qualification.

Creating scalable digital marketing campaigns for specific accounts is a challenge for marketers. Content marketing automation platforms make it easy to create highly targeted micro campaigns that move prospects

from early stage awareness all the way to purchase consideration, without the need for complicated microsites, landing pages or custom web development. Content marketing automation platforms also reveal real content engagement and buyer intent by tracking which assets each individual within an account has consumed and for how long. This data can then be used to accelerate lead scores, alert sales or trigger additional campaigns, providing greater insight into an account's sales-readiness.

MAIN BENEFITS

- 1 Create highly customized, scalable micro campaigns for individual accounts
- 2 Fast-track the education and qualification of contacts within target accounts
- 3 Easily assess account-level engagement, interest and sales-readiness metrics
- 4 Tailor follow-ups based on individuals' interests (what content they viewed and for how long)



PERSONALIZATION



“ All of your Account-Based Marketing efforts drive key accounts back to your website. Therefore, it is critical that your website is ready to engage these accounts with content that is relevant to their industry, interests and use case. We’ve found that using personalization to close the loop on ABM efforts allows marketers to nurture key accounts on the website and increase engagement by an average of 40%. When you’re driving decision makers at your key accounts to your website you want your website to pick up where Sales left off and be as impactful as possible in closing the deal. ”

- Jim Eustace, CEO, Get Smart Content

Content personalization leverages behavioral, demographic or firmographic data to create more relevant digital experiences that drive conversion. Previously, a personalized website—one that displays different content depending on who is visiting—required quite a bit of heavy lifting from developers. Today, new technology makes it easy for marketers to dynamically personalize content on the website without development resources.

Content personalization technologies allow you to personalize content, headlines, imagery and calls-to-action for a segment of visitors. Companies that use an ABM strategy typically segment by data points such as industry,

company size and account status to align marketing and sales messaging. However, you can also personalize content for a set of anonymous visitors by looking at traffic source, location, user type (new or returning) and previous behavior.

Website personalization is a critical component of your ABM strategy. With a content personalization solution, you can provide a more engaging experience through targeted content. With account-level personalization, you ensure that you capture the attention and engage the multiple stakeholders involved in every B2B purchase.

MAIN BENEFITS

- 1 Enhance the customer experience, resulting in increased website engagement and alignment with the sales process
- 2 Identify high-value visitors from initial visit and personalize content according to their needs
- 3 Segment your content and messaging for different audiences—prospects, customers and partners
- 4 Reduce costs and wasted marketing efforts, all while increasing inquiries and conversion rates
- 5 Continue to nurture customers beyond the initial sale to increase up-sell and cross-sell opportunities



TESTING & OPTIMIZATION



“ A major shift to ABM is underway, and I don’t think we’ve seen anything as transformative in B2B digital marketing for a long time. Testing and personalization present so many new ways for us to act on the wealth of data we all collect to deliver dynamic, intelligent, 1:1 experiences to prospects and customers. ABM empowers companies to drive engagement, inspire action and accelerate the buyer’s journey. ”

—Stephanie Robotham, Head of Corporate Marketing, Optimizely

You don’t have just one type of buyer: each individual you market to will have their own unique questions, needs and internal stakeholders they collaborate with throughout their buyer’s journey. Although you may have thought of these buyers in terms of personas, an ABM approach requires testing, validating and operationalizing unique experiences for these individuals at target accounts.

Historically, keeping pace with the buyer through their journey was a difficult task to execute. Marketers have a tremendous amount of data but still struggle to take action on that information in real-time. That’s why Testing and Personalization are essential to your ABM strategy.

Continuously optimize by delivering personalized

experiences using all of the data you already buy, collect and analyze—which is difficult to take action on. With Personalization, you’re finally able to adapt your digital experiences for visitors based on all of that valuable data that you have access to. That could be firmographic, demographic or behavioral data from your website, in your CRM, data warehouse, Marketing Automation platform, lead enrichment tools and other data sources.

Testing ensures that every experience for visitors from target accounts is optimized for maximum engagement and conversion. Use A/B and multivariate testing to understand the optimal messaging, content and the layout of your online experiences for different target audiences. Continue to make

tweaks and iterate, test new hypotheses and avoid creating sub par “one-size-fits-all” experiences that don’t engage your most valuable visitors.

MAIN BENEFITS

- 1 Maximize the impact of your digital experiences
- 2 Stay relevant at each buying stage and accelerate the buyer’s journey
- 3 Engage with the most valuable prospects and customers in a scalable, timely manner



ATTRIBUTION & REPORTING



“ Marketers are the only team left still reporting activities. We wrote some blog posts. We did this fun event. Paid search or social drove this many leads. In order to truly have a seat at the revenue table and have total alignment with Sales, the marketing team needs to be measuring and reporting to revenue on a multi-touch basis. ”

- Dave Rigotti, Head of Marketing, Bizable

Marketing attribution is the science of assigning credit from a sale to marketing touchpoints. Typically, B2B marketers rely on a single touch model, which all assigns credit to either the first or last touchpoint. Only recently, with technological advances, have marketers been able to observe all the touchpoints leading to a conversion, which is called multi-touch attribution.

Modern attribution technologies connect marketing and sales data. With this connection, marketing teams no longer have to guess their revenue impact. Each deal can be tied back to a specific marketing touchpoints—which makes measuring the success of your ABM strategy easier, because you can optimize for the outcome of your marketing.

Measurement plays an integral role in your ABM strategy. As you go through various stages, your data will impact decisions—including iterations and tweaks to both your marketing programs and outbound efforts.

Measurement should happen at every stage of the funnel and around metrics important to B2B rather than traditional metrics. With attribution technologies, you can align your sales and marketing teams around a set of key metrics, like revenue, for total alignment. You can also roll your impact up to accounts, rather than individuals.

MAIN BENEFITS

- 1 Drive marketing impact on revenue
- 2 Optimize marketing budgets
- 3 Align sales and marketing teams around a set of common metrics



FULL-FUNNEL ABM



“ It’s undeniable that **ABM** is exploding—and for good reason. It’s quickly becoming the **B2B** strategy of choice because it truly aligns **Sales and Marketing** while focusing their teams on the highest-value accounts. I expect adoption to grow rapidly as companies that have adopted **ABM** have seen tremendous results by focusing their efforts on attracting, engaging, converting and measuring the accounts that are most likely to buy. ”

- **Peter Isaacson, CMO, Demandbase**

A full-funnel ABM solution enables you to target specific accounts, market to them across every stage of the buying cycle, measure results and connect efforts to ROI. They give you the ability to easily connect your existing technologies including CRM, CMS, marketing automation, analytics and chat and leverage account-based data to deliver a comprehensive view of marketing program performance—from awareness through pipeline and closed revenue.

Full-funnel solutions include the ability to deliver personalized ads to people at specific companies across the web and then tailor the website message to engage and convert

these companies to customers. Later in the buying cycle, you can improve the quality of your leads, capture actionable target account insights and better prioritize the highest value engagements. With an ABM solution in place, you can cohesively measure your efforts in all these areas to track overall performance by account, tie marketing investment to revenue and demonstrate ROI.

MAIN BENEFITS

- 1 Identify and market to the companies that matter most to you, in real-time
- 2 Attract, engage, convert and measure your target accounts
- 3 Connect marketing performance across the funnel



CONCLUSION

As you build out your ABM strategy and think about the technology you need, it's important to consider how each solution will help you better achieve your goals of attracting, engaging, converting and measuring your target accounts. With the right technology in your stack, you'll be able to execute an ABM strategy, all the way from account selection to measurement of your progress.

ABM Leadership Alliance

The ABM Leadership Alliance brings together industry-leading technology partners who enable an ever-growing list of B2B marketers to deploy successful ABM strategies every day.

RADIUS

ORACLE
MARKETING
CLOUD

DEMANDBASE

 **bizible**

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 **LOOKBOOKHQ**



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