

ANATOMY OF

# ACCOUNT BASED MARKETING

KEY DATA PREPERATION FOR SUCCESSFUL ACCOUNT BASED MARKETING



## What you need to know

Not long ago, the idea of Account-Based Marketing (ABM) was very limited. It was primarily done by a sales representative as a one-on-one approach, based from individually-gathered information from sources, with very little visibility into the prospect's activities and objectives.



## The Question Is How do they compare?

ABM is a huge opportunity for any organization. It delivers results, helps companies win rates



MARKETERS THINK THAT ABM WORKS WELL FOR B2B



PIPELINE MARKETERS ARE WILL-ALIGNED WITH SALES

## WHY DO I NEED DATA MATCHING SOFTWARE?

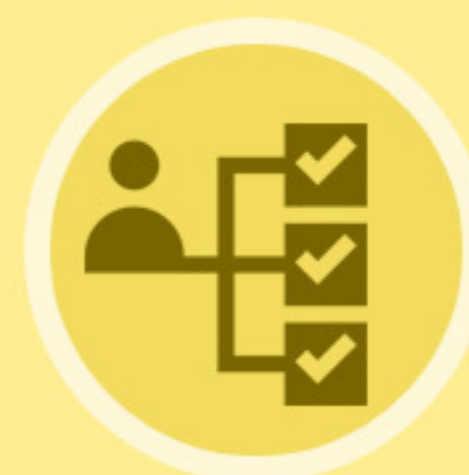
SOFTWARE FEATURES THE LATEST



Make lead to account matching precise



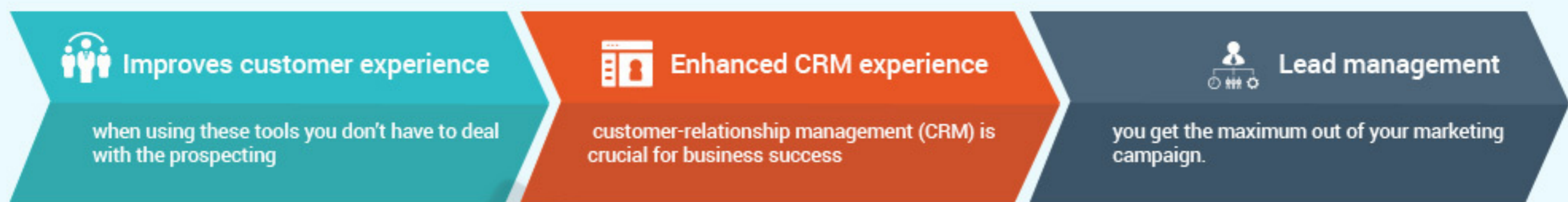
Fast Matching



Easy for maximum results

## WHY TRY LEAD TO ACCOUNT MATCHING ?

It's easy to find data matching tools that complete the process that used to require a lot of time in a matter of minutes or less.



## Lead to account matching proves to be a wonderful practice that offers a number of benefits

