

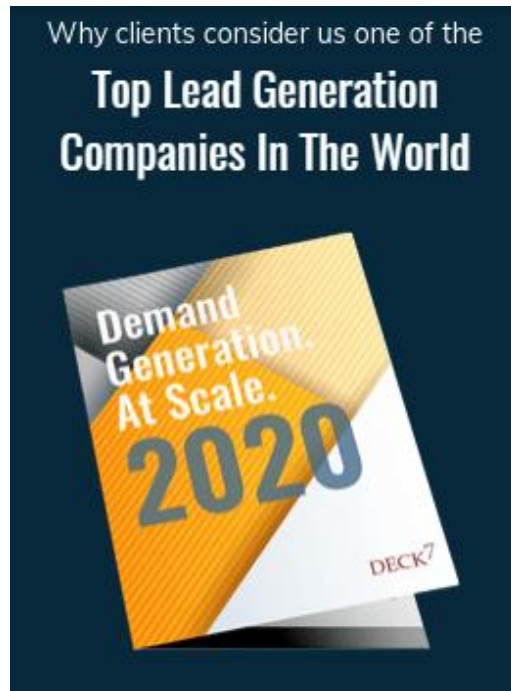
Data Driven Account-Based-Marketing Strategy | Deck7



Why ABM For B2B?

Even as buying circles are growing, marketing teams are feeling more pressure to directly impact revenue growth. It's a core reason that the ABM approach is seeing significant uptake. ABM focuses you on relationships in your highest opportunity, highest-value accounts.

84% of Marketers believe that ABM provides significant benefits for retaining and expanding current client relationships.



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Organizing Account based attribution For B2B.

Account based attribution is a technique for organizing data. It's about tying your efforts directly to revenue so you can optimize for the right outcome. In most B2B organizations, the marketing team and the sales team have their separate data, and the two rarely overlap. But that needs to change. Your marketing team should care about the sales data as it holds the ultimate key for success – revenue.

If you want to be able to grow your pipeline marketing, [Deck 7 experts can expand all the stages of the funnel](#), instead of focusing on just one stage of it. By using multi-touch/full-path attribution analysis to measure the ROI of their efforts, ABM practitioners can make better decisions regarding their budget allocations.

How deck 7 can benefit your business with ABM?

- Best ABM strategy and execution.
- Sales integration, account lists, personalization, targeted outreach, buying signals, account metrics, customer acquisition, and account growth.
- Data solutions for named and target accounts.
- IP and geo location based targeting.
- Prospect-specific content customization and dynamic content marketing.
- Retargeting and customized advertising campaigns.
- Lead nurturing.
- Waterfall campaigns.

Are you looking to target specific accounts and decision-makers? Find out how [Deck7 can help your ABM strategies succeed with a strong data-driven ABM approach.](#)

Best Successful Account Based Marketing Examples.

Here's an example of how Engagio ran its first ever ABM campaign and saw great results through a unified multichannel approach.

- Target accounts: 300
- Goal: have 20% of those accounts turn into opportunities (65% Marketing Qualified Accounts per engagement with a 30% meeting rate)
- Marketing: owns initial setup and execution of the campaign, delivers MQAs to sales
- Sales: owns follow-up to any responses and MQAs, converts engagement into opportunities

- Channels utilized: Human emails from/to multiple players + Direct mail package + LinkedIn profile views + LinkedIn messages + Phone calls + Account based ads. Below Image is Engagio's day-by-day breakdown of how the campaign played out.

"Kindle" Campaign

Here's the play:

Day 0: Package sent + Email
 Day 2: Package delivered + Email
 Day 4: Phone call
 Day 6: Phone call
 Day 7: Phone call + LVM
 Day 10: Email from Jon cc'ing play
 Day 11: LinkedIn view from Jon
 Day 13: Email
 Day 15+ FU's to other 5 personas



[Grow Business With Our ABM](#)

Key takeaway: -

Multichannel approach is key for maximum engagement. It's important to hit all the different touch points so we can have everyone's response – and to always deliver value, regardless of the channel.

ABM as a strategic marketing approach?

How do you use and capture the benefits of ABM over other marketing and sales approaches? We do this by combining a strong data-driven approach with our time-tested ABM framework, Deck 7 helps companies scale growth and revenue by creating systems that enhance relevant relationships using the highly customizable content. We work with leading companies on several hundred B2B ABM campaigns each year.

To be successful, account-based marketing approaches require not just content marketing but customized marketing, not just demographic data but intent data, and commitment from your marketing team, [Connect with a dedicated Deck 7 account manager](#) for best results and for best participation.

Contact us

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