

MARTECH INTELLIGENCE REPORT

ENTERPRISE ACCOUNT-BASED MARKETING TOOLS

A MARKETER'S GUIDE

INCLUDING IN-DEPTH
AI
COVERAGE

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Scope and methodology

This report examines the current market for B2B account-based marketing (ABM) tools and the considerations involved in implementing ABM software. This report answers the following questions:

- Why do B2B companies use ABM software?
- What are the key elements of successful ABM strategies?
- What capabilities do ABM tools provide and how are advances in AI driving functionality?
- Who are the leading players in ABM software?
- How much does ABM software cost?
- What should we ask ourselves and vendors before we adopt ABM software?

For the purposes of this report, ABM is defined as a B2B strategy that aligns sales and marketing efforts to deliver targeted advertising, as well as personalized content and messaging, to high-value accounts. ABM recognizes that B2B purchase decisions are often made by a group of individuals within a company, each of whom has their own interests and priorities. ABM tools help identify in-market accounts and each of the individuals within a buying group. They also use data and machine learning to tailor content and experiences to meet each person's needs and automate many of the data and workflow processes that enable this approach.

This report focuses primarily on ABM tools that gather information about prospect and account intent, provide B2B data enrichment and manage account interactions, such as digital advertising, social media, websites, email, events (both live and online), in-person/phone-based sales outreach and direct mail. Adjacent technologies integrate with and work alongside these tools to provide predictive analytics and recommendations; and infrastructure and orchestration services.

The vendors profiled in this report represent some of the choices available; they are not a comprehensive list of ABM tool vendors. This report does not recommend any ABM tools or companies and is not meant to be an endorsement of any particular product, service or vendor.

The report explores ABM market growth and trends, the key elements of successful ABM strategies, ABM tool capabilities and recommended steps for making an informed purchase decision. If you are considering licensing an ABM software tool, this report will help you make a purchase decision and select the best partner for your business needs.

This report was prepared by conducting in-depth interviews with leading vendors and industry experts as well as gathering information from profiled vendors via a proprietary questionnaire. These interviews and surveys took place in the first quarter of 2024 and built upon previous versions of this report. In addition to third-party research, these sources form the basis for this report.

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Account-based marketing market overview

B2B marketers have employed ABM for well over a decade, but the approach has gained momentum over the past few years and that growth is expected to continue. Forrester predicts that, by 2025, account-based marketing will become the primary way most B2B companies identify, plan, manage, and measure buying and post-sale activity.

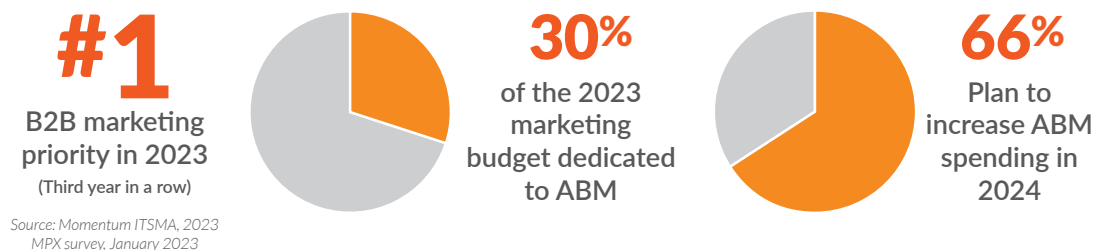
Factors influencing this rise include shifts in buyer preferences and pre-purchase behavior, as well as the development of more sophisticated technology and data products that enable marketers to analyze behavior, identify in-market audiences, and craft experiences for a buying group or its members.

The COVID pandemic accelerated these fundamental shifts in the buying cycle by forcing events and in-person meetings to go virtual and driving more pre-purchase activity online. The budget-friendliness and convenience of these interactions have contributed to their ongoing popularity, even as COVID wanes. More recently, the boom in generative AI innovation shows great promise for ABM applications, given its capabilities for rapidly creating personalized content and gathering insights from data. As vendors incorporate these technologies into their platforms, their utility will grow.

B2B marketers continue to cite ABM as their highest marketing priority, pledging to dedicate more budget to the initiative, according to Momentum ITSMA surveys. ABM accounts for 30% of the overall marketing budget, the latest available data show (See Figures 1 and 2).

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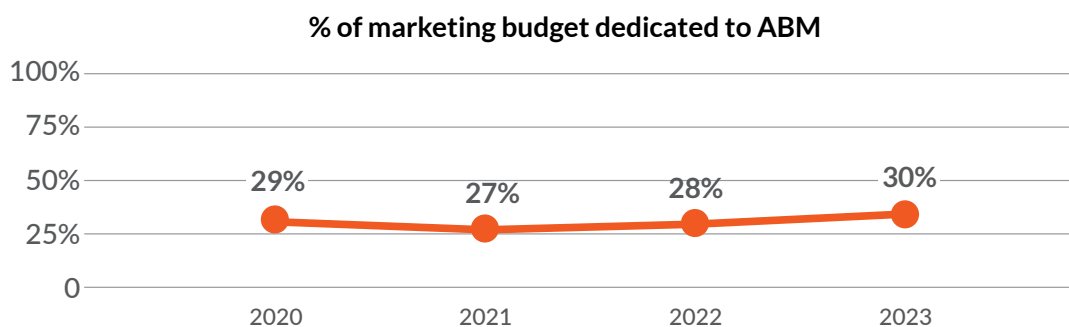
Figure 1: ABM continues to be B2B marketers' top priority, attracting more budget



Source: Momentum ITSMA and ABM Leadership Alliance, 2023 ABM Benchmark Study, November 2023

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Figure 2: ABM continues to grab a significant chunk of the marketing budget

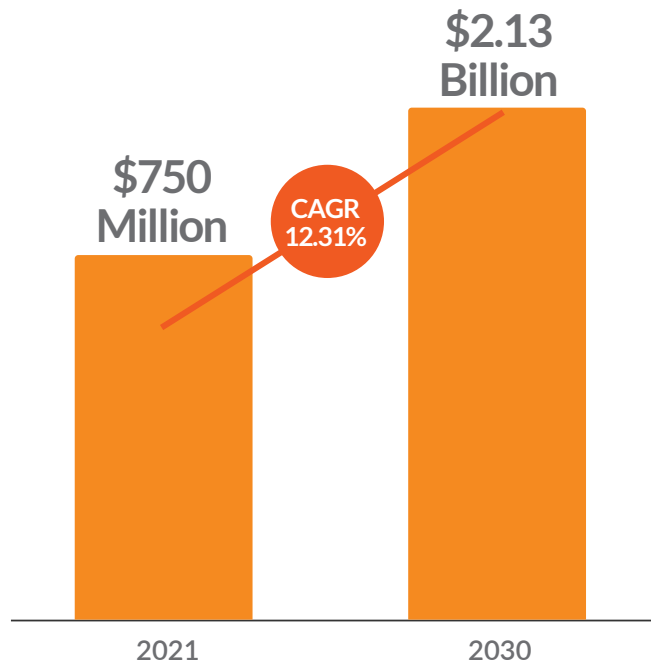


Source: Momentum ITSMA

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The global market size for account-based marketing software was \$750 million in 2021 and is projected to reach \$2.13 billion by 2030, growing at a CAGR of 12.31% from 2022 to 2030, according to Verified Market Research.

Figure 3: The global market for account-based marketing software is expected to expand at a 12.31% CAGR through 2030



Source: Verified Market Research

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For some time, B2B buyers have conducted substantial research online before talking to a salesperson, and that information has given buyers an upper hand.

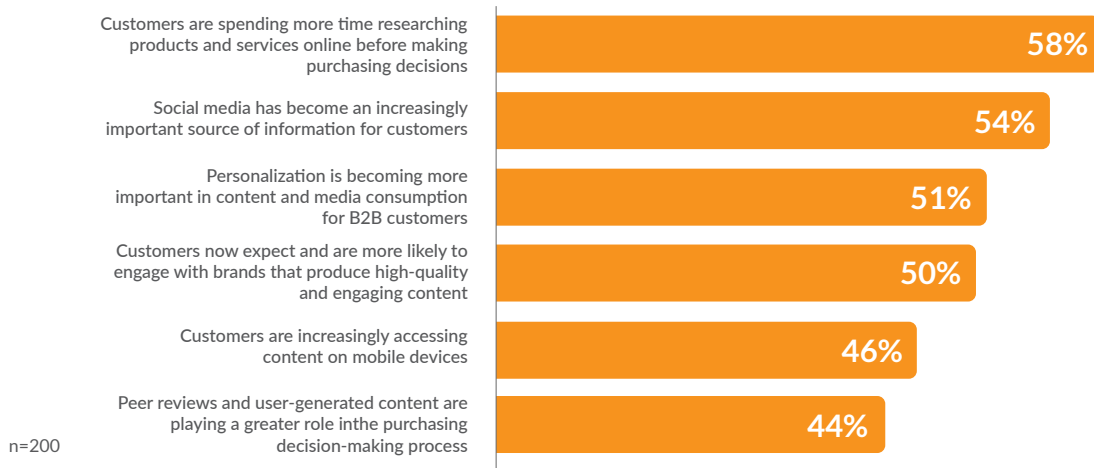
The evolution of B2B buying

For some time, B2B buyers have conducted substantial research online before talking to a salesperson, and that information has given buyers an upper hand. The lockdowns, canceled events and work-from-home trends that characterized the pandemic period exaggerated this phenomenon, and even though in-person opportunities have returned, it is clear the buying cycle has been forever changed.

Fifty-eight percent of marketers said buyers are spending more time researching online before making purchase decisions, while 44% say peer reviews and user-generated content are playing a more significant role in buyers' decision-making, a Winterberry Group survey finds (See Figure 4).

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Figure 4: More than ever, B2B buyers rely on online research to inform their purchase decisions



Source: Winterberry Group Survey (2023)

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These trends show buyers are determined to do their due diligence before making purchase decisions, raising the importance of the personalized, targeted experiences enabled by ABM technologies.

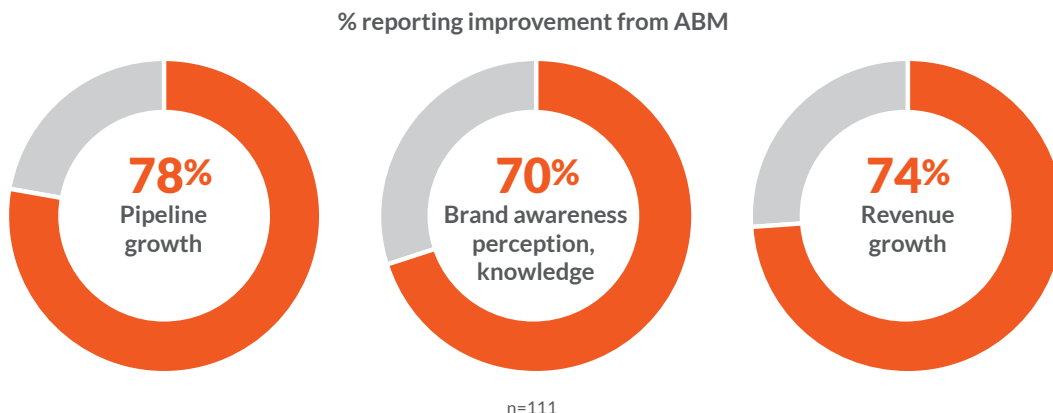
At the same time, the number of influencers involved in B2B purchase decisions has increased, leading to a longer and more complex buying cycle. The median B2B buying group involves six to 10 decision-makers, according to Gartner, and 77% of buyers surveyed say purchases “have become very complex and difficult.”

Although inbound marketing remains critical to B2B lead generation, many marketers are increasing their use of ABM to regain control of the process and speed up the buying cycle.

This shift from a reactive to a proactive marketing approach works well for many B2B companies. Marketers report ABM yields multiple vital benefits, with 72% of those surveyed by Momentum ITSMA saying the practice delivers higher ROI than other types of marketing. Marketers found ABM contributing to their company’s pipeline growth and brand awareness, as well as their revenue. (See Figure 5)

“Although inbound marketing remains critical to B2B lead generation, many marketers are increasing their use of ABM to regain control of the process and speed up the buying cycle.”

Figure 5: Benefits of ABM cited by marketers surveyed



Source: Momentum ITSMA

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These figures speak to another factor making ABM a preferred methodology. Marketers are placing much greater emphasis on existing customers, fostering deeper relationships in a bid for upsells and recurring revenue.

Eighty percent of sales reps say they're now encouraged to prioritize long-term relationships over short-term gains, and 92% report being evaluated on post-sale metrics like customer value and retention, according to Salesforce's State of Sales, 5th Edition (See Figure 6).

Figure 6: B2B companies are placing greater emphasis on the full lifecycle of the customer relationship

Customer retention becomes a key performance indicator

Sales reps who say the following:



Source: State of Sales, 5th edition by Salesforce Research.

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Similarly, 63% of B2B marketing decision-makers planned to grow through tactics aimed at increasing spending among existing customers – “a combination of new offerings and improved experiences,” according to Forrester’s 2023 Marketing Survey (B2B). Both of these goals are especially conducive to an ABM approach.

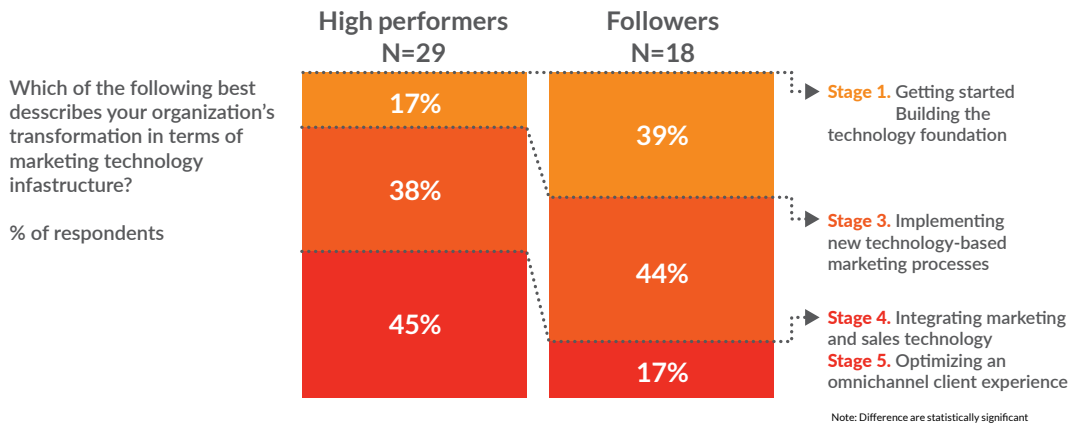
Adopting ABM and implementing a full program can be daunting, with marketers citing significant challenges with everything from organizational and target account list changes to data usability and insufficient budget, a Forrester ABM survey found. The biggest challenges, cited by 30% of respondents, were technology-related. Marketers mentioned the limitations of the tools they were using and the difficulty with integration.

Overcoming those challenges pays off. Being further along in integrating technology into the practice of ABM was highly correlated with high performance, a Momentum ITSMA study found, with 45% of high performers reporting being at stage 5 – “Optimizing an omnichannel client experience” – compared to just 15% of followers (see Figure 7).

“Adopting ABM and implementing a full program can be daunting, with marketers citing significant challenges with everything from organizational and target account list changes to data usability and insufficient budget.”

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Figure 7: Mastery of technology correlates with high performance in ABM programs



Source: Momentum ITSMA

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Despite nearly universal praise for ABM, success isn't guaranteed, and technology is only part of the equation.

The ABM platform vendors in this report hope to help marketers tackle these challenges with the functionality offered by their software. Those we interviewed said they are increasing investment in artificial intelligence (AI), are placing a greater focus on proprietary data, and seeking to make their platforms useful across the enterprise (sales, marketing, customer success) and through the entire customer lifecycle.

Despite nearly universal praise for ABM, success isn't guaranteed, and technology is only part of the equation. To get the most out of the practice, marketers must also overcome challenges related to people, such as educating sales on the value and process and measuring and proving ROI to the organization as a whole, according to a Momentum ITSMA survey.

Figure 8: Top five challenges cited by marketers

People Challenges (N=209)	Organization Challenges (N=209)	Technology Challenges (N=207)
Educating sales on ABM process and value	Measuring program impact	Tracking attribution
Aligning the wider marketing organization	Proving ROI	Integrating and managing fragmented data
Managing ABM -ers' time for execution	Tailoring marketing to key contacts at each account	Measuring and reporting program effectiveness
Not having enough people	Getting adequate budget	Selecting the right martech tools
Hiring ABM-ers with the right experience, skills, and talent	Aligning sales and marketing on goals, metrics, and strategies	Automating campaign execution

Source: Momentum ITSMA and ABM Leadership Alliance, 2023 ABM Benchmark Study, November 2023

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Vendor market responds to ABM demand

Many ABM vendors provide everything from all-in-one platforms to enable ABM strategies to adjacent services like data enrichment, identity resolution, analytics and interaction management/orchestration to B2B marketers ramping up their programs.

The more comprehensive platforms come from B2B mainstays such as Dun & Bradstreet, Salesforce and Marketo, which share the space with a well-established group of independent ABM platforms and data providers, including 6Sense, Integrate, Demandbase, Bombora, RollWorks (a division of NextRoll), N. Rich, Madison Logic, Terminus and ZoomInfo.

Point solutions give way to platforms

In the first iteration of this report, released in 2018, we found the ABM landscape dominated by solutions addressing specific parts of ABM strategy, but now, through partnerships, consolidation and technological development, many vendors offer more comprehensive solutions. Some, like Dun & Bradstreet, have evolved their positioning from market intelligence tools to more full-service ABM-focused technology offerings.

Another notable development among vendors is the consolidation of ABM with demand generation. Increasingly, the offerings of ABM vendors overlap with those of marketing automation platforms (MAPs), and some industry watchers believe their functionality is converging — a development that may force marketers to choose between technologies in these categories.

Many ABM vendors are developing tools that combine these functions. Demandbase calls its offering a “Smarter GTM,” while Kwanzoo expects a B2B go-to-market suite of tools to become standard — anchored by its Account-Based GTM platform. Madison Logic calls its solution “Journey Acceleration,” and Salesforce expects businesses to align all of their customer-facing activity (marketing, sales and customer service) on the Salesforce Customer 360 Platform. Meanwhile, Terminus and Dun & Bradstreet are unifying around a CDP.

ABM vendors are also eager to incorporate the latest must-have technology — artificial intelligence. In these platforms, AI and machine learning are typically used to identify buying groups and find patterns of intent signals that can help marketers better understand prospects. This assists them in improving the targeting and relevance of their marketing execution. More vendors have introduced recommendation engines that analyze multiple data sources to provide the next-best actions based on account intent and behavior signals.

As AI advances further, these companies are incorporating features designed to smooth workflows, either automatically or by making suggestions based on usage data. Generative AI is employed to create multiple variations of content, where data signals inform personalization to address the concerns and pain points of the person interacting with the content.

To enhance the connection between B2B sales and marketing teams, vendors are adding sales enablement tools that automatically activate sales triggers based on CRM account reporting, and provide lead-to-account mapping, for example. The goal is to streamline the hand-off of leads from marketing to sales, providing salespeople with additional insights as they approach prospects.

Interaction management, or orchestration, is a key feature for many ABM vendors. A central focus is expanding the number of channels managed through their tools. Vendors are building out APIs and increasing the availability of native (out-of-the-box) integrations with CRMs, marketing automation systems, digital ad networks and other ABM data providers.



To enhance the connection between B2B sales and marketing teams, vendors are also adding sales enablement tools that automatically activate sales triggers based on CRM account reporting, and provide lead-to-account mapping.

Amid all these developments, the term ABX, which stands for account-based experience, has gained currency. As with customer experience management (CXM), the incorporation of the word “experience” signifies that the practice encompasses every aspect of a buying group member’s experience with the brand – from awareness to acquisition to retention to upselling to advocacy. All of this is built on a foundation of data, which allows marketers to understand their prospects and ensure interactions meet their needs.

While this data unquestionably drives value, it can create difficulties complying with privacy regulations, especially for those businesses looking to take their ABM programs global. This is why many vendors tout their capabilities for data management and compliance.

Slowing consolidation and hesitant growth

Though the ABM market suffers from the same malaise that has brought merger and acquisition activity to a crawl, the current roster of vendors is a result of fairly recent consolidation.

In 2023, Expandi Group, a European company with several operating entities, purchased ABM platform Jabmo and all of its marketing assets. Expandi followed up the buy with a new feature release in December, signaling that it intends to continue developing the platform. Before Expandi stepped in, Jabmo had ceased operations. Expandi’s Jabmo buy followed its purchase of Cyance, a B2B intent insight data platform, in 2022 and the acquisition of AccountInsight in 2021.

In early 2023, Demandbase raised \$175 million in financing from Vista Credit Partners, a subsidiary of Vista Equity Partners and a strategic credit and financing partner focused on the enterprise software, data, and technology markets. The investment has been used strategically to support Demandbase’s next wave of platform innovation. The company purchased data providers InsideView and DemandMatrix in May 2021 after buying Engagio in 2020.

Similarly, Terminus built up its offering by acquiring Zylotech and launching its own Terminus CDP in September 2021. The company announced \$90M in a Series C financing round in February 2021, following a year in which it purchased Sigstr, Ramble and Growflare.

Dun & Bradstreet, which purchased its own CDP, Lattice Engines, in 2019, more recently acquired Netwise and Eyeota in November 2021, giving it global scale and data to power omnichannel marketing worldwide. The company started 2021 with the acquisition of Bisnode Business Information Group AB, a European data and analytics firm, which expands its presence in that part of the world.

Other notable transactions include Salesforce’s February 2020 purchase of personalization firm Evergage, which is now integrated and called Interaction Studio. The company also purchased consulting firm Traction on Demand in 2022 to strengthen its professional services division by adding B2B marketing automation and ABM capabilities.

Other recent developments of note include:

- MRP’s decision to stop licensing its Prelytics ABM platform. However, it continues to support legacy customers and will use the technology internally to serve its own clients.
- NextRoll’s \$500 million financing deal with Capital IP, which closed in May of 2023.
- In 2022, Madison Logic was acquired by investment firm BC Partners, a unit of Clarion Capital Partners, in a deal reportedly valued at \$750M.
- A \$200 million Series E round of financing for 6sense in January 2022, which followed its \$125M Series D in March of 2021, bringing its total funding to \$426M. That same year, 6sense acquired AI-driven email marketing platform Saleswhale and adtech provider Granite Media. Previous acquisitions include Slintel (Q3 2021), Fortella (Q3 2021) and ZenIQ (Q2 2018).
- Folloze received \$13 million in Series A1 funding in July of 2021.

While this data unquestionably drives value, it can create difficulties complying with privacy regulations, especially for those businesses looking to take their ABM programs global.

- Bombora negotiated a \$20 million senior secured term loan from Runway Growth Capital LLC in April 2021, which it plans to use to capitalize on market opportunities, build stronger partner relationships and accelerate its pace of innovation.
- N. Rich received a \$4 million investment from VenTech fund in 2020.
- Integrate purchased Akkroo and ListenLoop in 2019.



Data can be sourced from social media forums and job boards, as well as competitive intelligence and/or web scraping firms.

Critical elements for ABM success

What goes into a successful ABM strategy? The best practices focus on these five core areas:

- Data enrichment.
- Account targeting.
- Personalization and/or predictive recommendations.
- Interaction management.
- Performance measurement.

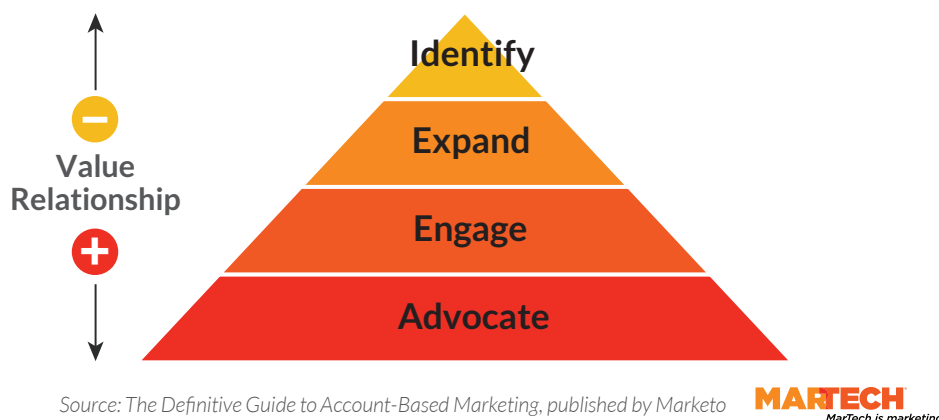
The following section discusses each of these ABM strategy elements in more detail. Later, we will explore how the capabilities of ABM tools help marketers achieve these strategic objectives.

Data enrichment. Robust, accurate account data is foundational to ABM success. While this is true for all aspects of marketing, it is essential for ABM because the targeted accounts generally represent longer-term, higher dollar-value deals. Comprehensive account information can include the following types of data, gathered from both first-party and third-party data sources:

- **Technographic data:** Identifies the hardware and software systems that accounts use to run their businesses. For high-tech companies, technographic data is vital because it can highlight accounts with complementary technologies installed or rule out accounts that use incompatible systems. Data can be sourced from social media forums and job boards, as well as competitive intelligence and/or web scraping firms.
- **Firmographic data:** Provides quantitative business information, including vertical market, company size and number of locations, number of employees, annual revenue and growth. Firmographic data can be sourced from annual reports, LinkedIn and third-party vendors.
- **Intent data:** Identifies company actions or signals indicating whether an account is “in market” for a solution. Intent data can be sourced from B2B forums or job boards (to view account participation in them), first-party content downloads, site activity or ad clicks, as well as review sites like G2 and TrustRadius or third-party vendors.

Account targeting. A successful ABM strategy aligns sales and marketing departments to focus on a select number of high-value accounts representing the highest potential business opportunity. ABM flips the typical sales funnel by starting with a small group of accounts (rather than casting a wide net at the top) that widens as accounts are nurtured down into the funnel to create greater value for the organization (see Figure 9).

Figure 9: Sample ABM sales funnel. As accounts travel down the funnel, they deliver more value to the organization.



Eighty-nine percent of business buyers are more likely to buy from a company that demonstrates an understanding of their business goals.

Many factors go into choosing targeted accounts, including the account's history with a business, and whether the account is growing or in a growth-oriented market. One of the most important criteria is whether the account fits the business's Ideal Customer Profile (ICP). An ICP is typically developed using machine learning-based predictive analytics and scoring to determine if an account (not an individual) is an ideal fit for a company's product or service. The ICP should consider relevant account characteristics, including industry/vertical, size (both employee number and annual revenue), budget, geography and technology used.

Once sales and marketing teams have agreed upon the list of high-value accounts, three types of ABM targeting can be executed. They are not mutually exclusive, and many B2B companies use more than one of the following:

- **1-to-1.** Marketers work with account teams to develop and execute highly customized programs for each target account. These can include face-to-face or virtual meetings to deepen the account relationships.
- **1-to-few or ABM Lite.** In this type, marketers execute less customized programs for clusters of target accounts with similar needs or business attributes. These can include email marketing campaigns as well as in-person or virtual roadshows and events geared toward groups.
- **1-to-many or Programmatic ABM.** Marketers use machine learning to send highly targeted and personalized messages to individuals at hundreds (or thousands for enterprises) of key accounts. Media used can include email, web content personalization, digital advertising and retargeting, as well as live or virtual events for large groups.

Personalization and/or predictive recommendations. Artificial intelligence and machine learning are central to creating and executing tailored, dynamic account interactions that include personalized and curated emails, social media posts, website landing pages and product recommendations based on account preferences and behaviors. Eighty-nine percent of business buyers are more likely to buy from a company that demonstrates an understanding of their business goals, according to the State of the Connected Customer report, published by Salesforce.

Personalization has evolved from simple token-based greetings on an email ('Hello <first name>') to highly customized webpage content, images and layouts, and adaptive mobile experiences. More advanced artificial intelligence (AI) also has become the cornerstone of predictive or recommendation engines that provide content and product suggestions unique to each account decision-maker's preferences. Recommendations can be dynamically generated based on known account data, account scores and real-time visitor behavior and preferences analysis.

Interaction management. Today's B2B buyers use multiple channels and devices to research and make purchase decisions. To create a customized, consistent ABM communication strategy, it's critical to interact with account decision-makers at each touchpoint along their customer journey. The interactions that can be managed include digital advertising (paid/organic search, display and social), email, webinars, websites, chatbots, direct mail, events (virtual or in-person) and in-person and phone-based sales outreach.

Interactions can be targeted in three ways: through cookies, IP addresses or personally identifiable information (PII) like email addresses. Cookie-based targeting is still frequently used in North America, but third-party data like this is growing more scarce as software companies respond to users' privacy concerns. IP-based targeting provides global reach but does not enable targeting at the individual decision-maker level. Meanwhile, using PII is only an option when prospects share their information, such as for a white paper download. Each targeting method has pros and cons, and marketers must carefully examine their data practices regarding PII to ensure compliance with the European Union's GDPR and various state laws within the United States.

Performance measurement. Measuring the effectiveness of an ABM strategy is crucial to success. It is also important to note that quality — not quantity — is paramount. An important goal of any ABM strategy is to establish metrics that measure the influence marketing efforts have on the most important target account contacts. These metrics should ultimately drive account lifetime value by increasing mindshare and creating stronger, long-term relationships. To that end, the most popular ABM metrics, according to the Momentum ITSMA and ABM Leadership Alliance Account-Based Marketing Benchmarking Survey, focus on three areas: reputation (brand perception, awareness and knowledge), relationships (number of relationships across accounts) and revenue. (See Table 1.)

Cookie-based targeting is still frequently used in North America, but third-party data like this is growing more scarce as software companies respond to users' privacy concerns.

Table 1: Select ABM Metrics

Reputation	Relationships	Revenue
Brand perception	Executive contacts (i.e., C-level meetings)	Opportunities created
Net promoter score	Account engagement (including event attendance, ad views, CTR, website visits)	Pipeline creation and growth
Sales/account team satisfaction	Relationship strength	Closed/won opportunities
		Win rate
		Deal size (average selling price)
		Revenue growth (including average rate of return)
		Pipeline velocity

Source: ITSMA, ABM Leadership Alliance, Third Door Media

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ABM tool capabilities

A wide variety of ABM tools are available to automate and execute ABM strategies. They may provide B2B data enrichment, AI-based predictive analytics and recommendations, interaction management (i.e., digital advertising, direct mail, websites, events and sales outreach), and ABM infrastructure and orchestration.

The ABM tools we profile in this report typically offer the following capabilities, either natively or through integrations or partnerships with other providers:

- Data enrichment;
- Account targeting;
- Personalization and/or predictive recommendations;
- Interaction management/Orchestration;
- ABM performance reporting; and
- Third-party software integration.

The following section discusses these capabilities and the key considerations in choosing an ABM tool. (See Tables 2, 3 and 4 for details related to specific vendors.)

Data enrichment

Effective ABM begins with robust, accurate account data. While many B2B companies collect vast amounts of first-party data, gaps can often hinder efforts to customize content and offers to target accounts for ABM. Some vendors and their partners provide particular types of business data, as well as broad-based business data, that can help fill those gaps and provide important insights into purchase intent.

Vendors also append data to existing customer database files to enrich or expand what is known about them. These data types include technographic and firmographic at the account level, and demographic and psychographic at the contact level. ABM data vendors source their data from publicly available information (i.e., annual reports), third-party data vendors and proprietary web tools that monitor social media, online forums and job boards.

Account targeting

ABM programs can target key accounts at the 1-to-1, 1-to-few and 1-to-many levels. The targeting precision needed will depend on the size and scale of the ABM efforts: SMBs may need a 1-to-many approach because of the number of contacts or influencers at their target accounts, while larger enterprises may find that 1-to-1 targeting allows them the customization necessary to successfully nurture a key account. Most vendors use machine learning to provide the granularity that enables more than one level of account targeting. In addition, vendors offer machine learning-based predictive analytics and account scoring to help develop a company's ICP and the lookalike accounts that should be included in any ABM program.

Personalization and/or predictive recommendations

B2B buyers expect personalized messaging and offers from the companies they do business with. Some vendors use proprietary machine learning and AI to allow marketers to create and execute highly personalized ABM campaigns and programs. On the other hand, many vendors integrate with third-party personalization tools or CRM platforms that drive these types of customized programs.

Effective ABM begins with robust, accurate account data. While many B2B companies collect vast amounts of first-party data, there are often gaps that can hinder efforts to customize content and offers to target accounts for ABM.

Machine learning-based predictive recommendations enable B2B marketers to provide content and product suggestions unique to each account decision-maker's preferences. Most vendors offer recommendation engines that ingest and analyze customer firmographic, technographic, intent and engagement data to score target accounts, create an ICP and identify lookalike accounts. Recommendations can be dynamically generated based on known account data, account scores and real-time analysis of visitor behavior and preferences.

Interaction management/Orchestration

B2B marketers must increasingly engage target accounts on multiple channels with highly customized and consistent ABM programs. Effective B2B channels include offline (direct mail, events, roadshows and in-person/phone-based sales outreach) and online (email, websites, virtual events, webinars and paid/organic search, display and social) media. Many vendors manage ABM interactions, including offering CPC-based paid ad programs across search, display and social media.

ABM reporting

ABM is new for many B2B organizations, and, even for those that have been doing ABM, there's still plenty of room for expansion and integration. As a result, measuring and reporting on program success is vital for ongoing C-suite support, as well as securing sales team buy-in. Vendors are expanding their reporting capabilities through investments in AI to provide faster, deeper and more visual analytics that can highlight performance trends and patterns (highest-performing geographic locations or company characteristics, for example). In addition, more vendors are providing reports at both the account and individual/contact levels.

Third-party software integration

Vendors are aggressively expanding their application architectures through native integration and APIs to offer B2B marketers streamlined access to the third-party systems already in their technology stacks. Native or out-of-the-box integrations are most commonly available for CRMs and marketing automation platforms, although many tool vendors also offer plug-and-play access to event platforms and content management systems (CMSs). Several tools are specifically customized for Salesforce integration and use. API integration may incur additional charges, generally per call for each data download.

B2B marketers must increasingly engage target accounts on multiple channels with highly customized and consistent ABM programs.

Table 2: Big picture capabilities of select ABM vendors

Vendor	Licensing data	Orchestrating campaigns
Adobe Marketo Engage	✓	✓
6sense	✓	✓
Demandbase	✓	✓
Dun & Bradstreet	✓	✓
Jabmo (Expandi)	✓	✓
Folloze	✗	✓
N.Rich	✓	✓
RollWorks	✗	✓
Salesforce	✓	✓
Terminus	✓	✓
ZoomInfo	✓	✓

Source: Third Door Media Survey for Account-Based Marketing Tools: A Marketer's Guide, 2024

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Enterprise Account-Based Marketing Tools: A Marketer's Guide

Table 3: Data enrichment capabilities of select ABM vendors

Vendor	Individual-level intent data		Account-level intent data		Intent data in multiple languages		Technographic data		Firmographic data		Intent data sources
	Availability	Exclusivity	Availability	Exclusivity	Availability	Exclusivity	Availability	Exclusivity	Availability	Exclusivity	
6sense	◆	■	◆	■	◆	■	◆	■	◆	■	-Proprietary website -Network of websites with exclusive partnerships -Network of websites with non-exclusive partnerships -Licensed from third-party providers
Adobe Marketo Engage											TBD
Demandbase	◆	■	◆	■	◆	■	◆	■	◆	■	- Proprietary website - Network of websites with exclusive partnerships - network of websites with non-exclusive partnerships - Licensed from third-party providers
Dun & Bradstreet	▲	■/▲	▲	■/▲	✕	■	▲	■/▲	▲	■	-Proprietary website -Network of websites with exclusive partnerships -Network of websites with non-exclusive partnerships -Licensed from third-party providers
Folloze	●	●	●	●	●	●	●	●	◆	◆	TBD
Jabmo (Expandi)	✕		◆	■	◆	■	◆	■	◆	■	-Network of websites with non-exclusive partnerships -Licensed from third-party providers
N.Rich	✕		◆	■	◆	■	◆	●	◆	●	-Proprietary website -Network of websites with exclusive partnerships -Network of websites with non-exclusive partnerships -Licensed from third-party providers
RollWorks	◆	■/▲	◆	■/▲	✕		◆	●	◆	●	-Proprietary website -Licensed from third-party providers
Salesforce											TBD
Terminus	▲	●	◆	■/▲	◆	■/▲	◆	●	◆	■/▲	-Network of websites with exclusive partnerships -Licensed from third-party providers
ZoomInfo	✕		◆	■/▲	◆	■	◆	■	◆	■	-Proprietary website

▲ Available to be licensed, ◆ Available as a part of the platform (no extra charge), ■/▲ A mix of proprietary and licensed data, ■ Proprietary to the company, ● Licensed via a third-party provider ✕ Not available

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Source: Third Door Media Survey for Account-Based Marketing Tools: A Marketer's Guide, 2024

Table 4: Orchestration capabilities of select ABM vendors

Vendor	Website	Email	Display Ad Campaigns	Social Media Campaigns	Chatbots	Direct Mail
6sense	◆	▼	◆	◆	◆	◆
Adobe Marketo Engage						
Demandbase	▼	◆	▼	◆	●	◆
Dun & Bradstreet	▲	▼	▼	▼	▼	▼
Folloze	▼	◆	◆	◆	◆	✕
Jabmo (Expandi)	◆	◆	◆	▼	✕	✕
N.Rich	✕	✕	◆	◆	✕	✕
RollWorks	▼	▼	◆	◆	▼	▼
Salesforce	◆	◆	▼	◆	✕	▼
Terminus	✕	▼	◆	▼	▼	✕
ZoomInfo	✕	✕	▼	▼	✕	✕

▲ Available to be licensed, ◆ Available as a part of the platform (no extra charge), ■/▲ A mix of proprietary and licensed data, ■ Proprietary to the company, ● Licensed via a third-party provider, ▼ Available for an extra charge or an additional subscription, ✕ Not available

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Source: Third Door Media Survey for Account-Based Marketing Tools: A Marketer's Guide, 2024

Choosing an ABM tool

The benefits of using ABM tools

Automating ABM data, analytics, campaigns and workflow processes can provide numerous benefits, including the following:

- **Improved sales and marketing alignment.** A successful ABM strategy requires marketing and sales organizations to work together to identify key accounts to target. This includes agreeing on the definition of a key account, as well as coordinating campaigns and outreach. Because of the strong collaboration required between the two organizations, both are accountable for the results.
- **Shortened sales cycles.** The B2B sales process is notorious for its length and the hiccups that can occur when it's time for prospective customers to get internal buy-in. ABM addresses this by putting the right messages in front of key decision-makers at target accounts. As a result, ABM opportunities move through the pipeline more quickly because they more accurately target the buying influencers and decision-makers.
- **Increased marketing ROI.** Seventy-two percent of marketers say ABM gives them "somewhat higher" or "significantly higher" returns than other marketing initiatives, according to ITSMA. That's because ABM efforts focus on growing pipeline and revenue from companies with a high propensity to buy more and more often. Marketers can focus their resources more efficiently and run campaigns optimized for target accounts — creating a bigger revenue impact with each ABM program.
- **Expanded account value and revenue.** Companies that implement ABM experience a nearly two-fold increase in annual contract value, according to research conducted for the ABM Leadership Alliance. The gains are not limited to enterprise-level companies. ABM significantly boosts pipeline velocity and closed rates, which often outweighs the many smaller deals sourced through traditional demand generation.
- **Enhanced customer experiences.** ABM isn't just about acquiring new target accounts, it's about retaining and growing them through cross-sell, upsell and advocacy programs. As a result, ABM is more personalized and delivers more consistent customer experiences across channels.



Many vendors require annual contracts (although some offer month-to-month pricing) and may offer discounts in exchange for longer-term commitments. Several vendors also offer free trials of their tools.

Pricing

ABM tool pricing varies widely based on the services provided and the scope of the implementation. Some vendors offer SaaS-based platform pricing but may have additional fees for the number of accounts or contacts, the type of data enrichment provided, visitors and user seats, as well as for customer onboarding and support. Vendors focused on interaction management/orchestration typically charge on a CPC or CPS (cost-per-send) basis.

Many vendors require annual contracts (although some offer month-to-month pricing) and may offer discounts in exchange for longer-term commitments. Several vendors also offer free trials of their tools.

Onboarding can range from minutes to several weeks, depending on the features used and the level of integration needed. Many vendors provide add-on ABM strategic services around technology stack configuration, target account identification and marketing/sales alignment.

Recommended steps to making an informed purchase

Understanding your current marketing processes, knowing how to measure success and identifying where you are looking for improvements are all critical pieces of the ABM tool decision-making process. The following section outlines four steps to help your organization begin that process and choose the ABM tool or platform that fits your business needs and goals.

Step one: Do you need an ABM tool?

Deciding whether or not your company needs an ABM tool calls for the same evaluative steps involved in any software adoption, including a comprehensive self-assessment of your organization's business needs, staff capabilities, management support and financial resources. Use the following questions as a guideline to determine the answers.

- **Have we identified our ABM goals?** Implementing an ABM strategy can benefit the organization in many ways — but you first need to understand what you want to achieve. Are you looking to increase upsell and cross-sell opportunities at key accounts to improve customer lifetime value? Or do you want to expand into a new segment, territory or vertical market?
- **What type of ABM do we want to adopt?** If you plan to use Strategic, or 1-to-1, ABM, your technology needs will be different from a company employing Programmatic, or 1-to-many ABM.
- **Can sales and marketing work together to identify our target accounts?** Both sales and marketing must agree on the accounts to target, as well as the criteria for choosing target accounts and when to add (or remove) them from the ABM program. Marketing's idea of a high-priority account must match sales', or your ABM strategy won't work. Make sure the two organizations are ready to cooperate on target account definition and selection.
- **Do we have C-suite buy-in?** Many B2B marketers find the C-suite is actively involved in ABM — so you'll need senior executive buy-in before you get started. With a clear mandate from the organization's top, marketing and sales leaders will remain accountable for ABM results and ensure that their respective organizations will collaborate as necessary.
- **Who will own or manage ABM?** Marketing and sales must be closely aligned for any ABM strategy to be successful. As such, both organizations need to understand their responsibilities and be accountable for ABM tool use and adoption.
- **Can we invest in organizational training?** ABM is a strategy, not just a software investment. All internal stakeholders must understand the fundamentals of ABM and how to execute the strategy using any ABM tools your organization might license. Many vendors offer an array of add-on professional services to help with strategy goals, in addition to onboarding and training on their products. Training needs to be comprehensive, consistent and continuous.
- **Have we established KPIs and a system for tracking, measuring and reporting results?** Once you've established your goals and communicated them throughout the sales and marketing organizations, you'll need to decide on the metrics most important to your ABM efforts and monitor your progress in achieving them. Remember to set clear expectations: initially, ABM will create more work for busy sales staff. Be sure to explain the benefits of ABM to the sales organization and perhaps incentivize their participation.

Understanding your current marketing processes, knowing how to measure success and identifying where you are looking for improvements are all critical pieces of the ABM tool decision-making process.

Step two: Identify and contact appropriate vendors

Once you have determined that ABM software makes sense for your business, spend time researching individual vendors and their capabilities by doing the following:

- Make a list of all the ABM capabilities you currently have, those you would like to have and those you can't live without. This last category is critical and will help you avoid costly mistakes. For example, if enriching your ICPs with deeper technographic data is important, ask about it during vendor interviews and demos. (See also Tables 2, 3 and 4 in this report.) If one vendor doesn't offer this must-have capability, it's not a fit.
- Take your list of capabilities and then do some research. Speak to your marketing peers to determine who uses which ABM tool and why.
- Narrow your list to those vendors that meet your criteria. Submit your list of the ABM capabilities to vendors you've identified, and set a timeframe for them to reply.
- Decide whether or not you need to engage in a formal RFI/RFP process. This is an individual preference; however, be sure to give the same list of capabilities to each vendor to facilitate comparison.

The most effective RFPs only request relevant information and provide ample information about your brand and its ABM needs. It should reflect high-level strategic goals and KPIs. For example, mention your company's most important KPIs and how you will evaluate the success of your ABM efforts. Include details about timelines and the existing martech systems you have deployed.

When written properly, an RFP will facilitate the sales process and ensure that everyone involved on both sides comes to a shared understanding of the purpose, requirements, scope and structure of the intended purchase. From the RFP responses, you should be able to narrow your list down to three or four solutions that you'll want to demo.

Step three: Scheduling the demo

Schedule demos within a tight timeframe to facilitate relevant comparisons. Ensure all potential internal users are on the demo call, and pay attention to the following:

- ✓ How easy is the tool to use?
- ✓ Does the vendor seem to understand our business and our marketing needs?
- ✓ Are they showing us our "must-have" features?

Other questions to ask each vendor, depending on the type of services they provide, include:

Account targeting, data enrichment and interaction management/orchestration:

- ✓ Does the tool help identify target accounts?
- ✓ What type of machine learning and/or artificial intelligence does the tool use?
- ✓ Where does enrichment data come from? Does it cost extra or is it included?
- ✓ Can we segment and view accounts by multiple criteria?
- ✓ Can the tool match existing and new leads to their correct accounts?
- ✓ Can the tool identify anonymous leads and match them to their correct accounts?
- ✓ Does the tool show where visitors came from (channel or campaign)?
- ✓ Does the tool track website visitor actions (i.e., clicks and content views)?

The most effective RFPs only request relevant information and provide ample information about your brand and its ABM needs.

- ✓ Can the tool track visitor actions across all visits?
- ✓ Can we manage cross-channel campaigns (in all of our relevant channels) through the tool?
- ✓ Does the tool offer generative AI capabilities to personalize interactions?
- ✓ Does the tool help us comply with relevant privacy regulations?

Reporting and integration:

- ✓ Does the tool provide real-time analytics?
- ✓ Does the tool provide summary and/or detailed views of account data and insights?
- ✓ Does the tool measure account engagement? How?
- ✓ Are native integrations with our CRM and/or marketing automation platform available, so we can utilize historical data?
- ✓ If not, is an API available for custom system integrations?

Training and customer support:

- ✓ How much training will we need to use the software, and what kind of training is available?
- ✓ What level of customer support is offered, and when is it available (i.e., 24/7 vs. 8/5)?
- ✓ What is the turnaround time for support queries/tickets?
- ✓ Are professional services or support available for our transition to ABM?
- ✓ What new features are under consideration?
- ✓ What's the long-term product roadmap and launch dates?

Step four: Check references and negotiate a contract

Before deciding on a particular vendor, talk to one or two customer references, preferably someone in a business similar to yours. The vendor should be able to supply you with several references if you cannot identify them yourself.

Use this opportunity to ask any additional questions, and to find out more about any questions that weren't answered during the demo. Make sure that the person you've been referred to is someone who is a primary user of the solution.

Consider asking these basic questions:

- ✓ Why did you move to an ABM tool?
- ✓ Why did you select this tool over others?
- ✓ Has this tool lived up to your expectations?
- ✓ How long did the system take to implement?
- ✓ Who was involved in the implementation?
- ✓ Are you also using additional tools for account data, competitive intelligence, predictive analytics or event management?
- ✓ Were there any surprises that you wish you'd known about beforehand?
- ✓ Where have you seen the most success? What are the biggest challenges?
- ✓ How are you measuring your success?
- ✓ How easy was the set-up process, and how long did it take? Did the vendor help?
- ✓ How responsive is customer service?

“Before deciding on a particular vendor, talk to one or two customer references, preferably someone in a business similar to yours.”

- ✓ Has there been any downtime?
- ✓ What is the most useful, actionable (favorite) report the solution generates?
- ✓ What do you wish they did differently?
- ✓ Why would you recommend this tool?

Although not all vendors require an annual contract, many do. Once you've selected a vendor, get a written list of what technology and support are covered in the contract.

Also ask about what kinds of additional fees might come up. Do they charge for custom integrations? If so, how much? What is the hourly charge for engineering services, and is there a minimum? What partner organizations are available to install and integrate the tool? If you need to put a new hire through the official training mid-year, what will that cost? What is the "out" clause? Obtaining the answers up front and in writing will ensure fewer surprises or additional costs.

Conclusion

Although account-based marketing is not new, many B2B companies are still seeking to expand it to additional accounts or geographies.

ABM is gaining steam partly because it is already creating significant improvements in the B2B account pipeline and revenue for those who have adopted the methodology. One of the main factors driving ABM's success is the sea change in how B2B organizations research and make purchase decisions. ABM enables marketers to focus on accounts with the greatest ROI potential through insightful and personalized marketing programs.

Yet B2B marketers face challenges — including their ability to align with sales within their organizations, their ability to comply with tightening privacy regulations and the deprecation of third-party cookies. By working with one or more of the many vendors that provide advanced data; analytics; AI-driven personalization, and predictive recommendation engines, as well as interaction management/orchestration, marketers can better navigate the rapidly evolving B2B landscape. ■



ABM is gaining steam partly because it is already creating significant improvements in the B2B account pipeline and revenue for those who have adopted the methodology.

VENDOR PROFILES



6sense

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Key customers

Cisco
Cognizant
Dell
Motorola Solutions
PTC
Shell

Key executives

Jason Zintak,
Chief Executive Officer

Target customer

- SMB and enterprise B2B companies in verticals including high-tech, business services, financial services, manufacturing and healthcare.

Company overview

- Founded in 2013.
- 1,300 employees.
- In 2022 6sense acquired AI-driven email marketing platform Saleswhale and adtech provider Granite Media. Previous acquisitions include Slintel (Q3 2021), Fortella (Q3 2021) and ZenIQ (Q2 2018). In January 2022, 6sense raised \$200M in a Series E financing round to bring total funding to \$426M.
- 6sense was founded more than ten years ago with the mission of transforming B2B selling and marketing.
- 6sense is headquartered in San Francisco and has additional offices in Austin, New York, London and India.

Product overview

6sense is designed to drive predictable revenue growth by identifying anonymous buyers, understanding their behavior, and guiding marketers and sellers to engage with those most likely to make a purchase.

- The 6sense Revenue AI for Marketing allows marketers to uncover hidden demand in the “Dark Funnel,” understand anonymous buying signals and stimulate growth by engaging key buyers within in-market accounts at the right time with compelling messaging.
- The 6sense Revenue AI for Sales is an AI-powered sales intelligence platform. It enables sellers to quickly gather buying team and account intelligence, streamline workflows, discover hidden sales opportunities, accurately identify anonymous buyer intent data and prioritize accounts that are ready to buy.
- 6sense Conversational Email aids marketers in utilizing AI to create relevant, on-brand email campaigns that encourage conversations and lead to meetings being scheduled.

Use cases

- Creating web experiences. The platform includes applications for buyer experiences such as website personalization, chat, dynamic content hubs and de-anonymized web analytics.
- Audience creation, intent, insights, and analytics. These applications are utilized across all teams and personas, from marketing and operations to Business Development Representatives (BDRs) and sellers.
- Use cases for sales focus on account and contact discovery and prioritization, sales insights, outbound prospecting and deal acceleration.
- Customer success use cases concentrate on customer health, engagement, and expansion as well as proactively identifying churn risk.
- Marketing use cases aim at delivering insights, targeting, execution and measurement across multichannel advertising, digital experiences, chat, email and direct mail.
- Operations use cases are centered on data acquisition and enrichment, lead management, lead routing, and territory design and management.

VENDOR PROFILES

**6sense**

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Data

- 6sense matches anonymous buyer behavior to accounts using the company's proprietary 6signal Graph, which uses patented technology to capture, clean, and match millions of interactions against a master company dataset that 6sense has been expanding and refining for over ten years.
- These capabilities enable matching anonymous visitors on a company's website, matching buying signals from 6sense's proprietary intent network, and ensuring that digital ads are served only to targeted audiences. Users can view intent signals by buyer locations as well as known (in CRM) contacts' web activity.
- 6signal uses multiple identifiers in its algorithm to establish IP-to-company relationships and connect intent signals across devices, channels, people and locations. When an intent signal is matched to an account, 6signal generates an AI-driven confidence score to determine the probability of an accurate match, allowing it to continually learn and adjust as buyers move between companies, locations, and devices.
- 6sense is fully compliant with all privacy guidelines such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA)

Account identification and prioritization

- 6sense delivers five predictive models customized to each client for account and contact qualification and prioritization. This system uses training data from multiple years of historical Marketing Automation Platform (MAP), Customer Relationship Management (CRM) data and real-time buyer behavioral and intent data.
- The company provides scores for Ideal Customer Profile (ICP) account fit, account buying stage, account reach score, contact fit and contact engagement level.

- Users can leverage these predictive scores and other filters to create unlimited account segments for analysis or campaigns across any native or integrated channel.
- The platform offers out-of-the-box sales prioritization dashboards and account and contact-level insights to help sellers focus outreach activities.
- Prioritization is based on 6sense Qualified Account (6QA) scores derived from ICP fit, current buying stage, qualification date and opportunity status. The platform shows current levels of engagement through contact-level predictions.
- Data is delivered to sellers through 6sense Revenue AI for Sales, which can be integrated within CRM systems and Sales Engagement Platforms.
- The platform provides sales alerts and AI-recommended next-best actions to assist sellers in prioritizing accounts and contacts.

Artificial intelligence and machine learning

- 6sense uses advanced AI modeling and big data to automatically prioritize audiences with its patented predictive models.
- The platform provides both account-level predictions (fit, buying stage, and sales/marketing reach) and contact-level predictions (fit and engagement), resulting in account-specific buying group maps.
- All models are product-specific for each customer, allowing for separate models for different products or services a customer might offer.
- 6sense pioneered the use of AI for in-market predictions over a decade ago, and has more than 100 patents filed or granted in this area.
- The platform handles onboarding, cleansing, mastering, and de-duplicating CRM/Marketing Automation Platform (MAP) data in an embedded Customer Data Platform (CDP) to create a unified database for predictive modeling.
- 6sense has released generative AI-

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powered email capabilities with its Conversational Email product. This product can be purchased separately or as an add-on to 6sense Revenue AI platform subscriptions.

Analytics and reporting

- 6sense provides a suite of reports, dashboards, and visualizations with every platform subscription.
- The “home” Account-Based Marketing (ABM) dashboard in 6sense Revenue AI for Marketing offers visualizations and metrics across all accounts on engagement across channels. Users can drill into specific segments or accounts for more detailed reporting.
- Segment-level reports display predictive analytics, behavioral analytics and performance over time across included accounts.
- Individual account-level reports show activity, , specific campaigns, persona engagement, scoring trends and timelines.
- Other reports detail the performance of ad campaigns, Conversational Email campaigns, influenced form fills, and provide insights on the pre and post-pipeline funnel by predicted buying stages.
- 6sense Revenue AI for Sales provides sellers access to account and contact-level insights as well as a suite of dashboards like Recent Activities that shows channel-specific engagement activities for a seller’s target accounts. Revenue AI for Sales also provides additional account-level reporting on technographics, psychographics, market insights and next-best action predictions to help sellers drive more effective outreach and buyer engagement.

Collaboration and workflow

- 6sense provides unlimited daily and weekly alerts via Slack and/or email that can be configured for groups of recipients or individual users. Alerts can be triggered for various scenarios such

as accounts with recent website activity, recent intent activity, recent contact engagement, or accounts that have recently become “hot” based on custom triggers.

- The platform includes a suite of orchestration capabilities that enable users to manage common workflows. These workflows include creating new account records in Customer Relationship Management (CRM), pushing audiences to CRM, Marketing Automation Platform (MAP), and Sales Engagement Platform (SEP), enriching CRM records with firmographic data, lead-to-account

Third-party integrations

- Out-of-the-box sales/marketing app integrations for 6sense include:
 - CRM: Salesforce (SFDC), Dynamics, Hubspot.
 - Ads: LinkedIn, Facebook, Google, Integrate; plus, 6sense’s ad tracking pixel integrates with a wide range of Demand Side Platforms (DSPs) and other ad providers for tracking and reporting.
 - Marketing Automation Platforms (MAP): Pardot, Marketo, Eloqua, HubSpot.
 - Personalization: Mutiny, Drift, Pathfactory, Folioze, Hushly, Bound, Trendemon, Uberflip.
 - Sales Engagement Platforms (SEP): Outreach, Salesloft, Salesforce.
 - Email: 6sense Conversational Email and MAPs.
- 6sense also provides multiple open APIs that clients and vendors can use to ingest 6sense data into other systems for company identification, company firmographics, lead scoring, people enrichment and people search.
- In addition, 6sense offers multiple Data-as-a-Service (DaaS) packages that provide granular 6sense data that clients can ingest into their other systems. These data packs also enable the delivery of data directly to a client’s

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Pricing and support

- 6sense requires customers to commit to an annual contract.
- The platform offers a free trial or allows for other testing pre-purchase.
- Pricing varies based on the subscription level. Annual contracts are required.
- 6sense offers two primary solutions: Revenue AI for Marketing and Revenue AI for Sales, which can be purchased separately or together depending on desired use cases and outcomes.
- Revenue AI for Marketing pricing is based on allowance-based tiers for features like the number of accounts reached by campaigns, API calls, and users. Add-on capabilities include 6sense Conversational Email and 6sense Predictive Scoring.
- Four different plans are available for Revenue AI for Sales, allowing customers to tailor investment based on the specific data types and sales workflows desired. The main factors that drive subscription pricing are the number of user seats and

contact data credit allowances.

- Integration with a customer's MAP and CRM systems, including taxonomy mapping, are included as part of the initial implementation. Customer support services, a dedicated customer success manager, and on-demand training are also included with every contract.
- Most out-of-the box integrations can be deployed with no additional services required. Additionally, 6sense provides a comprehensive suite of APIs that can be leveraged to integrate 6sense data with other systems.
- Strategic advisory, advertising, and personalized training services are available as add-ons. 6sense also has a broad ecosystem of agency partners available to provide additional creative, strategic, and managed services.

VENDOR PROFILES**Marketo Engage****Adobe Marketo Engage**

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marketo.com/marketo-engage**Key customers**

Centurylink

Fujitsu

GE

Panasonic

Portland Trail Blazers

Roche Diagnostics

Key executives

Shantanu Narayen, Chairman,
President and Chief Executive
Officer

Abhay Parasnis, Chief Technical
Officer and Executive Vice
President, Strategy and Growth

Anil Chakravarthy, Executive Vice
President and General Manager,
Digital Experience

Scott Belsky, Chief Product
Officer and Executive Vice
President, Creative Cloud

Target customer

- Enterprises in a wide range of verticals.

Company overview

- Founded in 1982.
- 21,000+ employees.
- Went public in 1986 with the ticker symbol ADBE (NASDAQ).
- Adobe believes creativity empowers transformation — personally, professionally and across all industries.

Product overview

- Adobe Marketo Engage is an account-based experience (ABX) platform that lets B2B marketers identify, engage, close and measure success with their most strategic opportunities.

Use cases

- **Lead nurturing and management.** Allows users to nurture potential customers from inquiry to close by managing leads and strategic accounts with automated journey flows and CRM integrations.
- **Account-based marketing.** Features let marketers build target account lists, orchestrate personalized experiences across channels and measure success.
- **Personalization.** The platform uses machine learning and predictive analytics to automatically put the most relevant content in front of each buyer across channels.
- **Cross-channel engagement.** Adobe Marketo Engage allows marketers to deliver personalized messages and content on every channel including email, mobile, social, display, search, web, event and sales.
- **Marketing measurement and attribution.** Platform capabilities let marketers understand, prove and optimize marketing impact with performance and revenue analytics.

Data

- Adobe Marketo Engage allows marketers to consolidate first- and third-party marketing and sales data into a centralized environment, bringing in data on fit, intent, offline and online activity data.

Account qualification and prioritization

- Adobe Marketo Engage uses artificial intelligence to learn about your best customers, then use fit and intent data signals to create an ideal customer profile (ICP) model for account selections. That model can then be tuned.
- The AI can then use the model to discover known accounts and net-new accounts from across the web, featuring automatic account selection and prioritization.
- Predictive account rankings, propensity rates, fit and intent data indicators can be used in ABM targeting filters and automation triggers.

VENDOR PROFILES



Marketo Engage

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Artificial intelligence and machine learning

- Adobe Marketo Engage uses AI to help users build best-fit account lists and help identify buying personas for marketers to engage.
- The technology is also used to automate personalized cross-channel experiences for users, even for anonymous visitors.

Third-party integrations

- Integrates with other Adobe tools like Experience Manager Assets (DAM), Creative Cloud and more.
- Other integration partners include: Salesforce, Microsoft, SAP, Google, Facebook, LinkedIn, along with additional CRMs, as well as event and webinar technologies.

Pricing and support

- Adobe Marketo Engage doesn't disclose specific pricing but offers a few different packages.

- The Select subscription includes 25 users and daily API calls; a lead and account database; custom data objects and fields; native CRM integrations; audience segmentation and targeting; advanced dynamic content; personalization; campaign and journey automation; cross-channel nurturing; scoring, routing and alerts; email marketing; social marketing; event and webinar marketing; landing pages and forms; marketing calendar; SEO, paid media targeting; campaign reporting; attribution and ROI dashboards.
- The Prime version adds website retargeting; target account management; website personalization; predictive content; predictive audiences and advanced journey analytics.
- The Ultimate package adds email deliverability; a sandbox and premium multi-touch attribution.
- Adobe offers a customer support team and a variety of online resources for education.

VENDOR PROFILES**Demandbase**

680 Folsom St., #400
San Francisco, CA 94107
T: 415-683-2660
demandbase.com

Key customers

Not disclosed

Key executives

Gabe Rogol,
Chief Executive Officer

Kelly V. Hopping,
Chief Marketing Officer

Umberto Milletti,
Chief Research and
Development Officer

Bryan Morris,
Chief Financial Officer

Target customer

- Enterprise B2B marketing and sales professionals.

Company overview

- Founded in 2007.
- 710 employees.
- In 2020, Demandbase acquired Engagio, a B2B account-based engagement platform. Then, in 2021, Demandbase acquired InsideView, a provider of sales and marketing intelligence, and DemandMatrix, which offers technographic data and intelligence.
- In early 2023, Demandbase raised \$175 million in financing from Vista Credit Partners, a subsidiary of Vista Equity Partners and strategic credit and financing partner focused on the enterprise software, data, and technology markets. The investment has been used strategically to support Demandbase's next wave of platform innovation.
- Demandbase helps B2B companies hit their revenue goals by using the power of AI to identify and engage the accounts and buying groups most likely to purchase. Demandbase combines sales and marketing data with its validated B2B data and AI to create Account Intelligence that informs every step of the buyer's journey.

Product overview

- The Demandbase One go-to-market platform includes ABM/ABX (Account-Based Marketing/Account-Based Experience), advertising, sales intelligence and data.

Use cases

- **New account acquisition:**
 - Integration of first-party data from MAP, CRM, email and calendar invites with third-party data such as site visits, intent signals and company information.
 - Providing a unified view of an account for marketing and sales alignment.
 - Offering insights in one place to take action on accounts.
 - Identifying and forecasting new account opportunities.
 - Tailoring engagement to the journey stage of the account.
 - Maximizing revenue growth through strategic account alignment.
- **Account retention and expansion:**
 - Enabling sales and customer success teams to optimize account engagement, retention, and loyalty.
 - Setting up reports to highlight top or low engaged accounts for prioritized outreach and nurture efforts.
 - Using intent signals to review account health and activity levels, especially regarding competitive keywords.
 - Understanding customer interest in additional products based on intent data.
 - Adjusting marketing campaigns and messaging based on intent keywords to enhance engagement and loyalty.

Data

- Demandbase employs a variety of data sources and technologies to provide account intelligence.
- Data triangulation and validation utilizes over 40,000 sources to gather data, which is then triangulated and validated for accuracy.
- The platform applies machine learning and artificial intelligence to ensure exceptional accuracy in data handling.

VENDOR PROFILES**Demandbase**

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demandbase.com

- Incorporates a degree of human validation to complement machine processes.
- Combines rich third-party data with customer sales and marketing data.
- Uses AI to match and cleanse data, providing actionable insights and recommendations.
- Relies on curated intent data to attribute online behavior to target accounts.
- Accesses over one trillion monthly intent signals and offers a selection of over 550,000 defined keywords.
- Introduced stand-alone intent as a new feature.
- Provides support for 133 languages, including multibyte support for non-Latin characters.
- Employs NLP to minimize false positives and enhance the accuracy of intent data.

Account identification and prioritization

Demandbase integrates various data types and employs AI for insights on accounts, offering the following third-party data and predictive scoring capabilities:

- **Accurate account identification:** Provides details on who is visiting a brand's website, what they are looking at, and when they are active, enabling personalized marketing and sales approaches.
- **Company information:** Offers information on more than 92M companies, aiding customers in identifying accounts similar to their best customers.
- **B2B contact data:** Contains data for over 150M AI-curated contacts across 195 countries, including 87M validated email addresses and 44M mobile numbers.
- **Intent data:** Provides robust intent data with a vocabulary of over 550,000 keywords to target accounts showing buying signals.
- **Technographics:** Delivers insights into the technologies a target account currently uses and what they may purchase next.
- **Pipeline predict score:** Predicts which accounts are likely to become opportunities in the next 30 days.
- **Qualification score:** Assesses the likelihood of an account becoming a

customer based on similarity to an ideal customer profile (ICP).

Artificial intelligence and machine learning

Demandbase One incorporates AI and ML into its platform with the following functionalities:

- **Sophisticated account identification:** Utilizes AI and ML developed over a decade with model training based on hundreds of billions of data signals.
- **Intent data analysis:** Employs NLP to reduce false positives and enhance the accuracy of intent data.
- **Data matching and cleansing:** Combines third-party data with customer sales and marketing data, using AI to match and cleanse this information.
- **Data triangulation and validation:** Uses AI and ML to multi-source, triangulate, and validate information on over 92M companies, continuously improving data quality and model precision.
- **AI-curated contacts:** Offers a database of over 150M AI-curated contacts, including 87M validated email addresses and 44M mobile numbers, assisting customers in creating relevant and timely messages.

Analytics and reporting

- **Advertising dashboards** report on the performance of advertising investments, including metrics like impressions and click-through rate (CTR).
- **Displays metrics** relevant to account-based marketing, such as account engagement, lift, and progress of accounts through the buying journey.
- **Pre-funnel metrics reporting** provides early indicators contributing to marketing initiatives' revenue generation.
- **Journey analytics** offers insights into the pathway from lead acquisition to revenue.
- **Program impact reporting** focuses on metrics contributing to pipeline and revenue, looking at short-term goals and long-term ROI.
- **Customizable dashboards** allow administrators to personalize views

VENDOR PROFILES**Demandbase**

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demandbase.com

- based on roles and preferences.
- Report customization enables the creation of reports with selectors, specific date ranges, segmentation filters, and comparison analysis.
- Report subscriptions allow reports to be subscribed to and distributed via email or Slack.
- Site analytics provides data on website visits and the accounts visiting the website.
- The intent engagement page shows information on accounts with trending intent and trending keywords.

Collaboration and workflow management

- Workspaces allow customers to assign data to specific business units within a single Demandbase tenant, creating account partitions that keep data and activities separate.
- Data separation helps sales and marketing teams by only showing data relevant to specific business units, saving time, reducing confusion, and enhancing security.
- Execution of GTM strategies enables different teams to implement Go-To-Market (GTM) strategies for their business units without affecting others.
- Role-based views allow single users to operate within their Workspaces, while administrators and managers can view a global, rolled-up perspective to manage across business units.
- Communication history provides a unified view of communication between teams and each account, facilitating collaboration.
- People highlights allow sales and marketing teams to observe how individuals at an account are interacting with their programs.

Third-party integrations

- CRM systems: Integrates with Salesforce, Microsoft Dynamics 365, and HubSpot.
- Sales Engagement Platforms: Offers a new native integration with Outreach, with plans to include additional sales engagement platforms in the future.
- Martech and salestech ecosystem: Has

a robust ecosystem of integrations, including marketing automation, covering a broad range of marketing technology and sales technology tools.

Pricing and support

- Demandbase requires customers to commit to an annual contract.
- Offers a free trial or other testing pre-purchase.
- Demandbase One includes unlimited actual application users, fully integrated advertising, and sales intelligence.
- Advertising Media (Optional): CPM pricing is industry-standard, potentially higher than competition due to bid strategy and premium inventory.
- Additional Sales Intelligence Seats (Optional): Industry-standard pricing, with user seats included in Demandbase One.
- Additional Demandbase Data (Optional): Offers the flexibility to purchase data records directly for integration into existing systems, with per-record pricing based on actual need.
- Standard professional services include implementation, with a dedicated Implementation Services team.
- The customer success team provides guidance on best practices and adoption, regular cadence calls, sharing best practices, and strategic guidance for product adoption and value.
- Customer support is available during normal business hours (1 a.m. to 6 p.m. Pacific Time, Monday through Friday) via a dedicated customer support portal.
- Success Center access provides over 500 how-to guides and technical articles. Also available are online education and training resources, including documentation, how-to guides, video tutorials, 1:1 training, 1:many training, Demandbase Academy, ABM Certification courses and office hours for dedicated topics. The Demandbase Customer Community is available for customer interactions, exclusive events, user groups and challenges with redeemable points.

VENDOR PROFILES**Dun & Bradstreet**

5335 Gate Parkway
Jacksonville, FL 32256
dnb.com

Key customers

Ceridian
GE
Gordon Food Services
Motion Industries
Rockwell Automation
Xylem

Key executives

Anthony Jabbour,
Chief Executive Officer
Ginny Gomez,
President, North America
Mike Manos,
Chief Technology Officer
Gary Kotovets, Chief Data
and Analytics Officer

Target customer

- Mid-market and enterprise B2B companies.

Company overview

- 6,000 employees.
- Founded in 1841.
- Closed on the acquisition of Bisnode Business Information Group AB, a European data and analytics firm, in January 2021, expanding its presence in Central and Eastern Europe.
- Acquired Netwise and Eyeota in November 2021, which extended the position in the B2B online marketing value chain by adding global scale and the online data to power omni-channel marketing around the world.
- Dun & Bradstreet has provided clients with business decisioning insight through data, analytics, and data-driven solutions for nearly 200 years, assisting businesses at all phases of their lifecycle.

Product overview

- Dun & Bradstreet offers an integrated revenue technology solution to target and reach buyers with personalized experiences across channels. Powered by its CDP, D&B Rev.Up ABX consolidates accounts, contacts, campaigns, and sales plays. The open and flexible platform integrates with a customer's existing tech stack and isn't restricted to walled gardens or siloes.

Use cases

- **Segmentation:** Users can consolidate their first-party data and enrich it with third-party data from the Dun & Bradstreet data cloud. They can also leverage Bombora Intent data, technology install data, and hundreds of other attributes to build and refine audiences for their campaigns.
- **Targeting and reaching buyers:** Users can create precise audiences using intent and AI-driven insights and engage with them in a coordinated way across channels.
- **Web engagement and analytics:** Users can learn who is coming to their website, shorten and auto-complete web forms, and track web engagement across all of their web properties.
- **Unifying sales and marketing teams:** Users can access marketing and sales activity in one single place and feed recommendations to sales teams so they can prioritize next steps.
- **Measurement and optimization:** Users can measure account-level engagement at all stages of the buying journey, so they can understand how their campaigns are performing and optimize ROI.

VENDOR PROFILES



Dun & Bradstreet

5335 Gate Parkway
Jacksonville, FL 32256
dnb.com

Data

- Dun & Bradstreet de-anonymizes website visitor traffic by matching the incoming IP address and browser cookies to the offline dataset in the D&B Data Cloud, which consists of hundreds of millions of device IDs.

Account qualification and prioritization

- Account scoring, prospect scoring, and lead scoring are performed using rules-based and/or AI modeling.
- Customer can define their own scoring criteria using any of their first-party data or any third-party data from the D&B Data Cloud.

Third-party integrations

- Salesforce, Google Ads, Outreach, Google DV 360, MediaMath, Xandr, Verizon Media, The Trade Desk,

Marketo, Eloqua, Pardot, Facebook, LinkedIn Campaign Manager, Google Analytics, Optimizely, Adobe Target, Adobe Analytics, Amazon S3 and Folioze.

Pricing and support

- No annual contract is required.
- A free trial is available.
- Pricing may depend on, but is not limited to:
 - Number of records under management.
 - Number of seats.
 - Number of lead and account scoring models.
- Programmatic advertising budget
- Onboarding and implementation services are included for all customers and include integration support, data management assistance, model building, and more. Campaign management and optimization services are available.

VENDOR PROFILES**Folloze**

1825 S Grant St., Suite 425

San Mateo, CA 94402

T: 650-257-6966

folloze.com**Key customers**

Autodesk

Cisco

Google Cloud

T-Mobile

Oracle

ServiceNow

Key executives

Etai Beck,

Chief Executive Officer

David Brutman,

Chief Product Officer

Mary Gilbert,

Chief Marketing Officer

Target customer

- Enterprise and upper mid-market companies in vertical industries, including technology, consulting and services, telecommunications, manufacturing and logistics and financial services.

Company overview

- Founded in 2013.
- 60 employees.
- Folloze received \$13M in series A1 funding in 2021.
- Folloze bills itself as the creator of the world's first and only no-code B2B Buyer Experience Platform (BX 3.0). The platform is used by B2B marketing, sales, and revenue teams to build highly engaging, data-driven, personalized content destinations across the entire B2B buyer journey to drive deeper account engagement and revenue growth.
- Headquartered in San Mateo, CA, with additional offices in Denver and Israel.

Product overview

- Folloze's B2B Buyer Experience Platform is a no-code solution tailored for B2B marketing, sales, and revenue teams. It provides a suite of design tools and data insights, facilitating the creation of content-rich, relevant experiences that foster a connected buyer journey. The ultimate goal of these capabilities is to drive deeper account engagement and stimulate revenue growth.
- The platform incorporates a set of generative AI tools and first-party behavioral analytics. These features empower marketers to scale account-based marketing strategies effectively.
- Folloze's platform supports personalized Account-Based Experience (ABX), which can be one-to-one or one-to-many personalized campaigns. These campaigns are designed to engage the buyer at any stage of their buying journey.

Use cases

- Customers use the platform to create a connected experience across any use case along the buyer journey, ABM and demand generation. This includes landing pages, microsites, sales development campaigns, website personalization, virtual events, sales deal rooms, customer onboarding, partner co-marketing, upsell/x-sell campaigns, and more to enhance marketing and sales effectiveness.
- Folloze's AI-powered platform integrates and augments standard martech stacks connecting marketing automation like Marketo and Eloqua, Salesforce, Hubspot, 6sense and Demandbase, and prospecting tools like Outreach into a single platform.
- Folloze offers an experience builder, content management, video streaming, blogging, personalization, sales campaigning and first-party behavioral analytics in addition to leveraging the data and capabilities of the existing martech stack.

Data

- The Folloze B2B Buyer Experience Platform offers automated identity matching capabilities across leading marketing automation providers including Marketo and Eloqua, that incorporate first-party behavioral data with known and unknown identity insights to get a rich picture of an individual buyer and their needs and making anonymous visitors known more quickly.
- The identity engine offers a comprehensive progressive identity concept that continuously learns from various sources about the identity of visitors, combining IP

VENDOR PROFILES**Folloze**

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folloze.com

and cookie heuristics, cookie matching with marketing automation, inbound conversion on Folloze and outbound tokenized emails.

Account identification and prioritization

- Offers behavioral intelligence, measuring detailed engagement metrics from every touchpoint (i.e., time spent by asset, location, device) by individual and rolled up to account level, allowing sales to track activity and prioritize accounts accordingly.
- Real-time data orchestration sorts and organizes in real time which accounts and individuals are engaged in which activities and delivers the insights to marketing and sales teams over dashboards, alerts and via third-party data systems.

Artificial intelligence and machine learning

- AI tracks behavioral data and personalizes existing and/or new content and experiences.
- Folloze GeneratorAI is a content engine that enables marketers to accelerate the GTM process by creating targeted and personalized campaign experiences at scale.
- The Folloze AI feature provides insights into buyer behavior where teams can see exactly what buyers are looking at, clicking on, how long they're doing it for, etc. It automatically tags content and provides intelligent content recommendations based on real-time engagement.

Analytics and reporting

- Through a variety of collaboration features, including dashboards and plug-ins to popular tools like Outlook and Salesforce, Folloze analytics aggregate engagement activities by account and contact across all touchpoints.
- Sellers and marketing teams can understand account topics of interest,

measure the impact and ROI of ABM programs and inform campaign strategy and next best actions.

Collaboration and workflow management

- Folloze enables close collaboration between marketing and sales teams within the platform.
- Marketers can create Boards (microsites) for any use case along the customer journey and – as the content, brand and messaging experts – ensure the customer receives an optimal experience.
- Sales teams can then leverage their relationships with prospects and customers to deliver these experiences at the optimal time for the goal they're trying to achieve.

Third-party integrations

- Provides a variety of collaborative integration options, both out of the box with Outreach, Marketo, Eloqua, Salesforce, Hubspot, MS Dynamics, Gmail, Office 365, Demandbase, 6sense and Dun & Bradstreet, as well as API-based integration.
- Offers a data warehouse that allows connectivity and data sync from any system.
- Offers a Content API to sync content to Folloze.

Pricing and support

- Folloze requires customers to commit to an annual contract and offers a free trial for potential customers, providing an opportunity for pre-purchase testing.
- Package pricing starts at \$49K annually. Licenses are distributed based on user types: Creators who are responsible for creating and managing experiences, and Collaborators, who are primarily involved in campaign distribution and have access to engagement analytics.
- A standard implementation fee is charged for the initial setup of each customer instance.

VENDOR PROFILES



Folloze

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folloze.com

- Every customer is eligible for a named Customer Success Manager and standard support at no extra charge.
- For additional services, customers can purchase a premium success package, which includes an additional Customer Success Manager, technical and support engagement.
- The software also offers service packages for purchase to support program strategy, organizational optimization, and campaign execution.

VENDOR PROFILES



Jabmo, an Expandi Group brand

38 Craven Street
London, WC2N 5NG

T: (440) 203-9657

expandigroup.com

Key customers

HP Inc.

AWS

AMD

Key executives

Raffaele Apostoliti,
Chief Executive Officer

Olivia Celli,
Chief Operating Officer

Target customer

- All company sizes, including SMB, mid-market and enterprise, across all verticals.

Company overview

- Founded in 2000.
- 200 employees.
- In 2021, Expandi integrated UK-based adtech and martech company AccountInsight into the group. In 2022, Expandi purchased several assets of the B2B intent-insight data platform Cyance. In 2023, Expandi purchased the B2B account-based marketing (ABM) platform Jabmo and all its marketing assets.
- Expandi Group is an adtech, martech and marketing services company established in 2000 by former HP managers anticipating trends and bringing new ways of thinking around ROI marketing to the IT industry. The company's offerings are divided into marketing technology platforms (intent data platform, account-based marketing platform, account-based advertising platform), B2B data solutions and B2B marketing services.

Product overview

- The new Expandi Jabmo ABM platform enables marketers to identify and select their priority accounts in a single place using the company's proprietary purchase intent insights. Users can then plan and execute omnichannel digital marketing campaigns, set sales alerts and analyze results. The platform is fully integrated with the company marketing technology stack: a multi-language intent data platform, the company's B2B company database, an email automation tool and a digital advertising platform.

Use cases

- **Identification and prioritization of ready-to-buy accounts:** The platform allows users to identify, select, and prioritize accounts that are ready to buy. This is achieved using multi-language buying intent signals and the audience builder tool.
- **Driving awareness and engagement with key accounts:** Users can accelerate sales of strategic products and solutions with their most valuable accounts by running hyper-targeted campaigns using highly personalized messages.

Data

- Account scoring is determined by the responses from accounts or individuals to all omnichannel marketing campaigns. These campaigns can be managed directly by Expandi, the customer or third-party agencies. The campaigns can encompass a variety of methods including email marketing, digital advertising, social media, webinars and events, telemarketing, as well as first-party intent data and third-party data.

Account identification and prioritization

- In the Expandi Jabmo platform, users have several methods to create highly targeted lists of accounts. They can utilize both first- and third-party intent data and the account scoring derived from the execution of omnichannel marketing campaigns.

VENDOR PROFILES

Jabmo, an Expandi Group brand

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T: (440) 203-9657

expandigroup.com

Analytics and reporting

The Expandi Jabmo platform offers a consolidated view of omni-channel marketing reports. It integrates directly with the company's email marketing, digital advertising, telemarketing, LinkedIn and intent platforms. Additionally, it allows the integration of reports from third-party tools such as emailing, social media, telemarketing, and more. Typical reports provided by the platform include:

- Account view by targeted, reached, and engaged accounts.
- Reports by leads generated, distinguishing between Marketing Qualified Leads (MQL) and Sales Qualified Leads (SQL).
- Report views segmented by country, region, employee size, industry and other parameters.

Third-party integrations

- The Expandi Jabmo platform is directly integrated with Expandi's intent, digital advertising, email marketing, and telemarketing platforms.
- It also integrates with LinkedIn via API.
- If necessary, the platform can be integrated with other tools, such as Customer Relationship Management (CRM) systems and email tools.

Pricing and support

- Requires customers to commit to an annual contract.
- Offers a free trial or testing pre-purchase. A pilot project can be set up for a minimum of 6 months.
- The scalable platform allows components to be mixed and matched depending on the desired use cases. The base components included in all licenses are the web tracker for collecting and analyzing first-party intent data, the audience builder, account-based reporting and LinkedIn integration.
- Any additional features or add-ons selected on top of the standard subscription packages are priced separately. These add-ons include B2B company data (firmographics-technographics), third-party intent data, digital advertising, email and web personalization.
- Customer support services, a customer success manager, and on-demand training are included with every contract at no extra charge.
- Strategic advisory services, project management, and personalized training services are available as add-on services. Expandi can provide these services and also has agency partners available to provide additional creative, strategic and managed services.

VENDOR PROFILES



N.Rich
Kampinkuja 2
Helsinki, FI-00100
Finland
n.rich

Key customers

GEHC
Autostore
Yellow.ai
Virta
RWS
LexisNexis

Key executives

Markus Stahlberg,
Chief Executive Officer and
Co-Founder

Maxim Kublitski, Sales Director

Yulia Olennikova,
Head of Marketing

Mary Pylyp,
Head of Sales Development

Target customer

- Mid-market and enterprise companies in verticals such as software, IT, AI, data and analytics and financial services. The company covers Western Europe, North America, Australia and New Zealand.

Company overview

- Founded in 2015.
- 65 employees.
- VenTech fund invested \$4 million into N.Rich in 2020
- N.Rich is a European ABM Platform that provides account-based advertising and intent data capabilities to companies looking to target enterprise buyers.
- The company headquarters is in the land of Northern Lights, Finland, and its distributed international team serves customers across the globe.

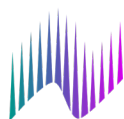
Product overview

- N.Rich's platform is used by customers to discover and engage with enterprise buyers over extended sales cycles. The platform integrates intent data, predictive analytics and robust advertising capabilities, positioning itself as a comprehensive solution for modern B2B teams. These range from teams in swiftly growing technology companies to those in Fortune 500 enterprises.

Use cases

- **Building Ideal Customer Profile (ICP) account lists.** N.Rich develops ICPs using customers' historical CRM data, assisting them in focusing on the most suitable accounts from the start.
- **Identifying high-intent accounts.** The platform generates a dynamic target account list for customers, utilizing both first and third-party data.
- **Executing personalized campaigns.** Customers can launch highly targeted Account-Based Marketing (ABM) advertising campaigns using the proprietary Demand-Side Platform (DSP) and available data.
- **Providing account insights to sales.** The platform allows clients to track the types of content that generate the most engagement and identify the accounts from which the engagement originates.
- **Scaling and enhancing advertising campaigns.** N.Rich's B2B DSP delivers scalable ABM advertising performance, resulting in lower Cost Per Click (CPC) and Cost Per Engagement (CPE) and increased engagement from the buying committees of clients' most valuable accounts. N.Rich's platform has intent data capabilities and allows transparent first-party data utilization.
- **Automating workflow.** With the Workflow feature, customers can automate various ABM efforts based on CRM deals, predictive ICP scoring, or account engagement with their ads or website.
- **Demonstrating marketing impact on revenue.** N.Rich automatically attributes any engagement from the selected account before the opportunity was created and tracks pipeline acceleration after the opportunity was created. This provides a clear Return on Investment (ROI) in terms of pipeline or won value for each campaign run on N.Rich and allows comparison of the impact to other ad channels and organic traffic on the customer's website.

VENDOR PROFILES



N.Rich

N.Rich
Kampinkuja 2
Helsinki, FI-00100
Finland
n.rich

Data

- N.Rich has developed a proprietary intent data network and an advertising technology platform. Through this platform, millions of interactions across the web are analyzed. A machine learning algorithm processes data points such as user behavior, anonymous user attributes and content consumed to establish user interest in contextual topics.
- N.Rich's company identification technology links anonymous user data to company identifiers, providing intent data at the company or account level. This data is supplemented with information from third-party providers, extending N.Rich's coverage through a data cooperative. This cooperative allows access to a network of B2B websites and media companies. As a result, N.Rich can access millions of interactions occurring daily on B2B publisher websites. Over more than seven years, N.Rich has expanded its data coverage across major B2B websites in Europe, APAC and the Americas.
- N.Rich's approach to intent data collection provides a strong historical basis for measuring business-level content consumption. It delivers rich intent data on a large scale, derived from a variety of sources, including technology providers, companies, websites, marketers, research firms, event firms and content consumption events.

Identifying and prioritizing accounts

- N.Rich offers proprietary scoring models based on first- and third-party data, as well as the ICP (ideal customer profile) fit of each target account.

Artificial intelligence and machine learning

- N.Rich's Natural Language Processing model associates engaged content with the closest intent topics in meaning and analyzes intent signals from over 1 million B2B websites across dozens of niches. It then matches anonymous

user IDs (IP and cookies) with company names.

- The platform's Dynamic Ideal Customer Profile (ICP) utilizes AI to process customers' CRM opportunity data and identifies accounts that are more likely to convert in a shorter time frame with a higher Average Contract Value (ACV), based on historical performance.
- The upcoming AI-powered Ad Content Generator uses generative AI to create on-brand advertising assets that adhere to customer-specific regulatory standards and are most likely to drive account engagements.

Analytics and reporting

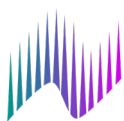
- Intent reports combine third-party intent data with first-party intent data to create target account lists.
- ICP profile reports are based on historical CRM data. N.Rich generates an overview of the customer's ICP, calculates sales velocity and provides insights into high-velocity accounts. This includes details per industry, keywords, employee headcount and country.
- In opportunity metric reports, N.Rich displays which accounts were influenced by ABM advertising, including the number of influenced opportunities and the pipeline value.

Collaboration and workflow management

- With the Workflow feature, customers can automate a range of ABM efforts based on CRM deals, predictive ICP scoring or account engagement with their ads or website.
- There's also functionality to set up Slack and email notifications to get the relevant team members constantly updated.

Third-party integrations

- N.Rich integrates with HubSpot and Salesforce CRMs by:
 - Pulling account data from the CRM to N.Rich to assess buyer intent at

VENDOR PROFILES**N.Rich**

N.Rich
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 Helsinki, FI-00100
 Finland
n.rich

the account level, identify website visitors, and launch account-based advertising campaigns to maximize target account engagement.

- Pushing multiple data points at the account level such as buyer intent score, ad engagement data, identified website visits and much more as CRM properties, which allows sales, marketing, and operations users to build account lists, develop scoring models, and orchestrate campaigns aimed at specific account segments.
- N.Rich also integrates with LinkedIn Ads by pushing account segments as LinkedIn matched audiences. Those account segments are built based on their level of buyer intent or previous ad engagements through the N.Rich advertising platform.

Pricing and support

- Requires customers to commit to an annual contract.

- Offers a free trial or testing pre-purchase.
- Typical yearly platform license cost ranges between \$9750 and \$46000. Pricing is influenced by the number of intent reports and intent topics, as well as the number of users.
- Ad credits are charged separately.
- More details on pricing can be found on [the company's pricing page](#).
- Every customer is assigned a dedicated Customer Success Manager at no extra charge to ensure their campaigns are successful and that they maximize the benefits of the platform. The Customer Success Manager is available during the customer's working hours. N.Rich Customer Success Managers can advise managers from the Sales and Marketing functions on the best practices for using N.Rich in their campaigns when needed.

VENDOR PROFILES

**RollWorks**

2300 Harrison St
San Francisco, CA 94110
T: (877) 723-7655
[RollWorks.com](https://rollworks.com)

Key customers

Coupa
Okta
Pitchbook
Snowflake
Zoom
Blackbaud

Key executives

Mihir Nanavati,
President, RollWorks
Kushan Patel, VP Product
Jodi Cerretani, VP Marketing

Target customer

- B2B companies with more than 100 employees.

Company overview

- Founded in 2018.
- 200 employees.
- RollWorks, a division of Nextroll, has spent 15 years collecting and refining 4.2 billion digital profiles of business buyers. The company uses AI and machine learning to turn buyer data into actionable insights and help customers activate those insights to drive full-funnel outcomes.

Product overview

- The RollWorks ABM solution bridges the gap between marketing and sales to drive revenue gains through targeted account engagement. RollWorks simplifies ABM by focusing on deep buyer insights, actionable recommendations, precise targeting and measurable impact. This approach streamlines the complexity of identifying and engaging high-potential accounts, ensuring marketing efforts target those with the highest revenue potential.

Use cases

- **Account list creation, segmentation, and prioritization:** RollWorks can create target account lists based on Ideal Customer Profile (ICP) criteria from its B2B database of 20 million accounts. It uses machine learning-based predictive models to score these accounts based on firmographic fit and additional data signals such as intent and engagement signals to prioritize in-market accounts.
- **Brand awareness and account progression:** Users can target prospects with digital advertising using RollWorks' proprietary advertising infrastructure to build brand awareness and progress accounts along their buying journey. This can be augmented with direct mail, email signature, and website personalization via RollWorks partners.
- **Account journey definition and tracking:** Users can create an account journey view, define journey stages, create stage-based campaign audiences, and measure account progression with RollWorks.
- **Account identification using predictive scoring models:** RollWorks allows users to identify accounts that are a fit using account-level predictive scoring models.
- **In-market account pinpointing:** The software uses dynamic account-level signals such as intent and engagement to pinpoint which target accounts are in-market for a product or service.
- **Buyer engagement:** RollWorks allows users to engage with buyers and decision-makers at target accounts with digital ads, without needing exact contact information for the buyers and decision-makers.
- **Contact-level insights for accounts:** RollWorks provides contact level-insights for accounts, helping to turn marketing-led activity into measurable revenue success. It helps in capturing and delivering more qualified leads for sales outreach by deanonymizing high-fit, engaged leads.
- **Personalized sales outreach:** Sellers can uncover contacts who are spiking in engagement or have displayed high-intent buying signals and personalize sales outreach based on their engagement signals.

VENDOR PROFILES

**RollWorks**

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[RollWorks.com](https://rollworks.com)

Data

- RollWorks uses a combination of first-party and third-party data sources (both IP and cookie-based) to attribute online behavior to target accounts.

Account identification and prioritization

- **Account scoring:** RollWorks leverages machine learning to create a predictive model based on your Ideal Customer Profile (ICP). It identifies patterns in the firmographic, technographic, and geographic attributes that make up your best customers. This model is then used to score the accounts in the RollWorks database, giving them an ICP Fit grade from A (highest fit and closest resemblance to your ICP) to F (lowest fit and less resemblance to your ICP).
- **Journey Stages:** RollWorks allows you to create custom buyer journeys using its Journey Stages feature. This helps track how the accounts in your Account Lists are progressing along the buying journey from unaware to won opportunity and into renewal opportunity. You can target the accounts that are on a specific Journey Stage as your audience for your RollWorks advertising campaigns and playbooks to drive pipeline progression.
- **Hot Contacts:** RollWorks' Hot Contacts feature enables you to identify high-intent contacts that exhibit buying signals by deanonymizing website visits and ad clicks. This helps increase your sales pipeline and close deals faster by identifying more high-fit leads without having to rely on form fills.

Artificial intelligence and machine learning

RollWorks uses AI and ML for the following purposes:

- Identification of ideal customer profile, best-fit, and key buyers through machine learning.
- Scoring of target account list using a predictive model built by machine learning. This facilitates the allocation of

resources based on account likelihood to close.

- Utilization of machine learning to identify signals of an account's interest based on content consumption behavior on the B2B web.
- Prioritization of accounts for marketing or sales outreach based on intent signals.
- Adjustment of daily budget on LinkedIn towards spend goal based on learned performance through machine learning.

Analytics and reporting

- The Journey Stages report tracks target accounts' progression along their buying journey. Users can customize account-level journey stages using data from multiple sources such as RollWorks, Salesforce, HubSpot, and Marketo. This includes assessment of target accounts' purchase readiness to plan marketing and sales outreach.
- The Journey Events report includes analysis of account activity's effect on stage progression and identifying the most efficient activities for driving accounts forward.
- ABM dashboard displays revenue influenced by ABM advertising programs on a simple dashboard. This enables the quick viewing of overall account engagement, website lift metrics, new influenced opportunities, and influenced revenue driven by account-based advertising campaigns.
- Ad campaign analytics reports include the analysis of ad campaign performance through metrics such as spend, reach, impressions, clicks, etc.
- CRM and MAP connectors enable synchronization with Salesforce, Marketo, or Hubspot accounts to display campaign business impact.
- Integration with Google Analytics can be employed for understanding web traffic patterns including time on site, content consumed, sessions, etc.

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Collaboration and workflow management

- RollWorks Workflows allows users to automate their go-to-market (GTM) strategy, leveraging data and insights from RollWorks across your connected systems with a built-in orchestration tool that takes action on contacts across external platforms.

Third-party integrations

- Website analytics: Site Visitor API, Google Analytics, Microsoft Dynamics Customer Insights.
- Chat/conversational marketing: Drift.
- Third-party data: G2, Bombora and Kickfire.
- Lead routing: Leandata.
- Sales forecasting and engagement: Clari, Salesloft and Outreach.
- CRM: Salesforce, HubSpot.
- Marketing automation: HubSpot, Marketo, Eloqua, Pardot.
- Website personalization: Uberflip, Hushly, Reactful, Folloze, Intellimize
- Email signature advertising: Opensense.
- Direct mail/print/gifting: PFL, Sendoso, Alyce, Reachdesk, Postal.io.
- Social marketing: LinkedIn, Facebook, Instagram.

Pricing and support

- No annual contract requirement.
- Offers a free trial or testing pre-purchase.
- Offers 6-month, 12-month and 24-month packages with a full suite of ABM capabilities along with the option to upgrade to advanced advertising capabilities. When using ABM with Advanced Advertising, customers receive access to the RollWorks DSP to make their advertising more targeted and maximize their advertising spend.
- RollWorks also offers account-based advertising packages with media credits for customers looking for sophisticated display advertising capabilities to drive brand awareness. Additional ABM features such as Sales Insights are available to support advertising-focused packages.
- Offers three types of support:
 - Onboarding and implementation: Assists with setup and creates action plans for quick startup and value realization.
 - Account-based strategy and guidance: Provides expert insights, best practices, and strategic direction.
 - Account-based execution: Offers support for programs with campaign setup, optimizations, and reporting delivery.

VENDOR PROFILES**Salesforce**

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Key customers

Mastercard
Southwest
Grammarly
NI
Wartsila
Torrani

Key executives

Stephen Hammond, EVP and GM,
Marketing Cloud

Steve Fisher, EVP and GM, Next
Gen CRM and Unified Data
Services

David Schmaier, President, Chief
Product Officer

Target customer

- High-growth companies to enterprise-level organizations across all industries, market segments, and geographies

Company overview

- Founded in 1999.
- 7,000 employees. (Salesforce doesn't disclose the number of employees per product line.)
- Salesforce acquired Traction on Demand in 2022 to strengthen its Professional Services division. Terms of the deal weren't disclosed.
- Salesforce has offices in more than 30 countries.

Product overview

Built on AI-powered Salesforce CRM platform, Marketing Cloud Account Engagement is a B2B marketing automation and Account-Based Marketing (ABM) platform that aims to align marketing, sales, and service teams. It provides a unified customer data platform to help teams work with a single source of truth and scales efforts using AI.

- Key functionalities of Account Engagement include:
- Enabling revenue teams (marketing, sales, and service) to obtain a complete view of the customer.
- Leveraging customer data to develop a unified view of every buyer within an account.
- Providing marketing and sales teams with AI-powered insights to identify target accounts and the most engaged buyers.
- Facilitating a seamless customer experience across digital and human touchpoints.
- Orchestrating opportunities within a complex ecosystem of decision-makers and influencers in larger accounts.

Use cases

- Identifying and targeting specific accounts that are most likely to generate revenue.
- Creating and managing ABM campaigns and customer journeys tailored to specific accounts.
- Building and managing relationships with key accounts to foster long-term business partnerships.
- Aligning the efforts and strategies of marketing, sales, and service teams to ensure a cohesive approach to account management.
- Implementing lifecycle marketing strategies to upsell or cross-sell to existing customers.
- Analyzing marketing efforts and attributing success to specific B2B marketing activities and campaigns.
- Focusing marketing efforts on creating opportunities for sales within targeted accounts.

Data

- The solution revolves around Salesforce Customer 360, which integrates various aspects of customer interaction and data to provide a comprehensive view of every buyer at every account. Key aspects of the solution include:
- Collecting marketing data on engagement history, including interactions with digital assets such as email, forms, landing pages and calls to action. This data is linked to the account associated with each individual, offering a unified perspective of both the contact and the account.

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- Access to firmographic data on over 2 million companies worldwide, as well as topic and intent data from third parties, is available through Salesforce AppExchange and Lightning Data.
- Capturing account engagement prospect activity at the individual level and automatically consolidating this information to their associated accounts within Salesforce CRM, providing a complete view of customer data across marketing, sales, and service departments.

Account identification and prioritization

- Account-centric views that integrate CRM data with human interactions from Sales and Service teams.
- Inclusion of first-party engagement data from digital activities.
- Integration of behavior, firmographic, and demographic data from Lightning Data partners such as Dun and Bradstreet, HG Insights and Bombora, among others.
- AI-driven lead scoring to evaluate and rank leads based on their potential to convert.
- Behavior scoring to assess and understand customer actions and engagement.
- Campaign insights to inform and enhance marketing strategies.
- Einstein Key Account Identification to surface accounts with strong buying signals using predictive scoring.
- Recommendations and insights derived from Salesforce CRM and marketing engagement data to aid in account planning.
- Data-driven account and buyer prioritization to guide the orchestration and optimization of ABM campaigns.
- Personalization capabilities across sales, marketing, commerce, and service for each buyer in every account.

Artificial intelligence and machine learning

- Key account identification: Utilizes predictive AI to identify accounts

within a CRM that exhibit the strongest buying signals, aiding in data-driven prioritization and pipeline growth.

- Content creation: Employs generative AI to create email content, subject lines, form pages, and landing pages, aiming to help marketers deliver targeted, personalized engagements.
- Lead and behavior scoring: Uses predictive AI to flag the most engaged leads for immediate attention by sales teams, while providing insights into lead engagement and behavior scoring.
- Campaign insights: Applies machine learning to uncover factors influencing campaign performance, allowing marketers to optimize target audiences and campaign strategies in real time.
- Engagement frequency: Leverages predictive AI to determine the ideal frequency for sending marketing emails based on individual customer behaviors, aiding in preventing customer overwhelm and unsubscribes.
- Send time optimization: Utilizes machine learning to analyze prospect behavior and predict optimal email send times, to enhance customer experience, increase open rates and boost engagement.

Analytics and reporting

- B2B marketing analytics: Allows marketing and sales teams to view real-time marketing and sales data in a unified location.
- Customizable dashboards: Visual dashboards that can be tailored to meet the specific analytical needs of teams.
- Campaign performance analysis: Enables teams to analyze and improve campaign performance and marketing ROI.
- Data-driven actions: Facilitates data-driven decision-making that can be acted upon from any device.
- ABM dashboards: Specific dashboards dedicated to Account-Based Marketing efforts.
- Multi-touch attribution dashboards: Dashboards that help attribute marketing success across multiple touchpoints in the customer journey.
- Pipeline dashboards: Provide insights

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into the sales pipeline and progress of leads through the sales funnel.

- Engagement history dashboard: Shows historical data on how contacts have engaged with various marketing efforts.
- Marketing manager dashboard: A dashboard designed for marketing managers to oversee and assess overall marketing performance.

Collaboration and workflow management

- Integration with Salesforce Sales Cloud CRM and Salesforce Service Cloud allows for real-time collaboration across revenue teams, facilitating an account-based marketing strategy.
- Marketing Cloud Account Engagement + Slack integration:
 - Enables sales team notifications of hot, qualified leads through Slack.
 - Allows for crafting of custom messaging to provide sales teams with the next best action.
 - Sends real-time notifications to the account team when prospects interact with marketing assets.
 - Targets specific marketing assets to identify qualified prospects for immediate sales engagement.
- Sales emails and alerts:
 - Provides sales and service teams with real-time alerts and actions.
 - Uses personalized emails powered by marketing with approved templates.
 - Alerts sales reps when a prospect shows purchase intent for timely outreach.
 - Connects Engagement Studio with Sales Emails and Alerts for access to marketing insights and engagement data, enabling personalized and relevant customer interactions.

Third-party integrations

- Salesforce integrations: Natively integrated with Salesforce Sales Cloud CRM and Salesforce Service Cloud.
- ABM capabilities: Connectors for extending ABM capabilities with

platforms like Demandbase, Terminus, 6Sense, Bombora, etc.

- Webinars and virtual events: Integration with webinar and virtual event platforms such as Webex, GoToWebinar, ReadyTalk, Eventbrite, ON24, etc.
- Social media: Connectors for social platforms like Facebook and LinkedIn.
- Video tracking: Integration with video tracking platforms such as Wistia, Vidyad, etc.
- Advertising and web analytics: Connectors for Google Ads and Google Analytics.
- Communication: Integration with Slack for communication and notifications.
- Open REST API: Available for custom integrations with other applications not natively supported.
- Data Cloud connector: Allows marketers to import data from third-party applications via Salesforce Data Cloud, enabling the creation of segments that leverage advertising data, product usage data, and data from legacy systems outside of the Salesforce ecosystem.

Pricing and support

- Salesforce requires customers to commit to an annual contract, billed annually.
- There are no free trials or testing pre-purchase options available.
- Four editions are available with varying features:
 - Growth Edition: \$1,250/month for up to 10,000 contacts.
 - Plus Edition: \$2,750/month for up to 10,000 contacts.
 - Advanced Edition: \$4,400/month for up to 10,000 contacts.
 - Premium Edition: \$15,000/month for up to 75,000 contacts.
- Add-ons available at additional costs:
 - B2B Marketing Analytics Plus: \$3,000/month for additional licenses (5 included with Premium Edition).
 - Sales Emails and Alerts: \$50/month for additional licenses.
 - Engagement History Dashboards: \$300/user/month for additional licenses.

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- Additional Contacts: Pricing varies by edition, starting at \$100/month for an additional 10,000 contacts.
- Business Units: Additional units available at \$2,000/business unit/month for Advanced and Premium Editions.
- Customers have access to a variety of support resources:
 - Help and Training Portal and On-demand Resources: Access to the Customer Hub, knowledge articles, guided automated journeys, and online webinars.
 - Trailhead: A learning platform with courses on marketing automation and more. Certifications are available at an additional cost.
 - Trailblazer Community: Access to a global community of over 11 million Trailblazers and 1,300 community groups.
- Salesforce+: A free streaming service offering live events and original series for business professionals.
- Salesforce Success Plans: Standard Success Plan included with all Salesforce products. Premier Support is included with the Account Engagement Premium edition and available at an additional cost for other editions. Premier Support features expert coaching, 24/7 technical phone support and business value/technical health reviews.

VENDOR PROFILES



Terminus

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terminus.com

Key customers

NTT Data
Dow Jones
Equinix
Navan

Key executives

Rich Howarth,
Chief Executive Officer

Jim Koepke,
Chief Revenue Officer

Bob White,
Chief Financial Officer

Target customer

- U.S. mid-market and enterprise companies in verticals such as legacy software, business services, manufacturing and travel and hospitality.

Company overview

- Founded in 2014.
- 130 employees.
- Terminus has made five strategic acquisitions over the years: BrightFunnel, Sigstr, Ramble, GrowFlare and Zylotech.
- Terminus is an all in one platform for revenue growth. The company helps sales and marketing teams take action on their data to grow their pipeline, launch more personalized campaigns, and execute multi-channel ABM for better engagement. Terminus offers data, channels and analytics all in one platform.

Product overview

- The Terminus Engagement Hub gives revenue teams the data they need to understand who their next customers are, all the channels they need to engage them and customizable reporting and attribution to prove their impact.

Use cases

- Terminus' software is geared toward helping businesses meet their pipeline targets and revenue goals.
- A common use case involves identifying and aligning with best potential customers, prioritizing accounts that are actively in-market, and reaching them through the most effective channels. The tool provides proven playbooks and expert guidance tailored to each stage of the revenue flywheel.

Data

- Terminus Data Studio enables the identification of custom audience segments, leveraging firmographic data on 70 million businesses and creating precise and relevant audiences from first-and third-party data sources.
- The software captures user information, including the household IP address, via chats and emails sent through email and chat experiences (where legal).
- Terminus maintains a corporate IP database and continues to collect data from new integrations.
- The platform integrates Unified ID, the next-generation identifier built by The Trade Desk. This standard, which is based on a user's email address, allows Terminus to target prospects when they are logged in and identified across the web. Combining this data with customer data allows for personalized targeting across the web.
- Terminus combines this with The Trade Desk's Identity Alliance, a combination of five future-proof identity graphs (TapAd, Drawbridge, Oracle Data Cloud's Crosswise and AdBrain).

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Account identification and prioritization

- Terminus features enable the identification of net new accounts and contacts that match a customer's ICP and are showing in-market buying signals through first and third party intent data.
- Offers customers configurable account engagement scoring.
- Based on an account's behavior with ads and key website pages, Terminus can quantify surging accounts to help go-to market teams prioritize outreach.
- By analyzing the recency, frequency, and velocity of emails and meetings with stakeholders at target accounts, Terminus can also quantify the strength of relationships to predict pipeline.
- Gain a comprehensive view of the customer journey, from Intent through Closed Won, enabling go-to market teams to prioritize and take action on accounts based on their specific stage within the customer journey.
- The Terminus Prospect Engine employs Propensity Score Modeling to identify accounts with the highest likelihood of conversion.
- Push account engagement data (i.e. Terminus Engagements) from Terminus into CRM, enabling sales to prioritize accounts that are aware of, most engaged with, and/or actively researching their company's offerings.

Artificial intelligence and machine learning

- Terminus uses artificial intelligence and machine learning for two primary functions: to simplify and streamline the customer experience through Propensity Score Modeling to surface the records most likely to convert, and to improve data quality sourced from multiple different source systems.

Analytics and reporting

- Terminus lets marketers analyze the impact of all go-to-market activities, spanning from campaign-specific reporting

to board-level dashboards, using a user-friendly analytics and attribution engine.

- Users can access reports within the app or have them delivered via email.
- Additionally, when Terminus is integrated with CRM and marketing automation data, users can generate customizable first, last, and multi-touch attribution reports, dashboards and custom alerts.

Third-party integrations

- Out of the box integrations include:
 - Marketing automation: Eloqua, Marketo, Pardot, Hubspot.
 - Intent data: G2, Bombora, Gmail, Outlook.
 - Content experience: PathFactory, Uberflip.
 - Sales engagement: Crossbeam, Outreach, Salesloft, Slack, Microsoft Teams.
 - CRM: HubSpot (Bi-directional), Salesforce (Bi-directional), Microsoft Dynamics.
 - Analytics: Google Analytics, Adobe Analytics.
- Terminus' API allows customers to export advertising spend and engagement data for reporting and cross-departmental attribution in other systems. It can be integrated into data visualization tools or a data warehouse and augment Terminus metrics with other martech data points for broader stakeholder visibility.

Pricing and support

- Customers must commit to an annual contract.
- No free trial or pre-purchase testing is available.
- Terminus declined to provide pricing information but says it "offers a range of different plans and pricing to best accommodate customer needs."
- Through Terminus Standard Support, all customers have 24x7 access to the Help Center to review Terminus product documentation, engage in Terminus Academy training, or submit a ticket to

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have a team members take action during standard business hours.

- Paid support options include severity-based initial response and ongoing update SLAs, access to live chat with Support experts and/or an assigned primary Support point of contact to answer questions and troubleshoot issues.
- Terminus provides customers with a dedicated account team that can assist with strategic direction, best practices and technical solutions.
- A professional services team is available to act as an extension of the client's marketing team to help with account and contact data enrichment, ABM execution, strategic consulting and creative support.

VENDOR PROFILES**zoominfo****ZoomInfo**

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zoominfo.com**Key customers**

Gartner

Snowflake

Zoom

FedEx

Smartsheet

Deloitte

Key executivesHenry Schuck, Founder and
Chief Executive OfficerJames Roth,
Chief Revenue Officer**Target customer**

- Mid-market and enterprise companies.

Company overview

- Founded in 2007.
- 3,000 employees.
- ZoomInfo's software enables business-to-business sales, marketing, and recruiting professionals to find, reach, and convert target companies and prospects with unrivaled data coverage, accuracy, and depth of contacts.
- Headquartered in Vancouver with additional offices worldwide, including in Boston, MA, Chennai, India and London.

Product overview

- ZoomInfo Marketing is a modern go-to-market ABM platform that brings together intelligence with comprehensive data management and workflow optimization to drive high-converting marketing programs at scale.

Use cases

- Demand generation, inbound marketing/sales, digital marketing and automation, growth marketing and campaign building. The core components of ZoomInfo Marketing include targeted audience building and paid advertising.
- ZoomInfo Marketing can be used for social and display advertising, unique visitor tracking for websites, abandoned form tracking, prospect discovery, lead enrichment, in-market scoring and campaign analytics and reporting.

Data

- ZoomInfo uses intent signals, ZoomInfo WebSights, form fills, in-market score and ZoomInfo Scoops for precise online behavior attribution, informing targeted strategies.

Account identification and prioritization

- ZoomInfo offers In-Market Score to capture predictive interest, Account Fit Score for fit categorization, and spiking in intent signals and webpages are tracked in WebSights to prioritize engaged accounts.
 - In-Market Score (IMS) is a proprietary algorithm unique to ZoomInfo that consists of ranked website engagement with WebSights, intent signals, advertising clicks and impressions. IMS predicts an account's interest in a customer's product based on a predictive model built leveraging intent and WebSights visits to certain pages (High, Medium and Exclude pages). The IMS score ranges from 0 to 100.
 - Account Fit Score is a predictive AI scoring model that will assign a score of Low (0-50), Moderate (50-85), or Great fit (85-100) to your accounts by identifying the best fit and similarity to the ideal customer profile based on CRM data, advanced firmographics, and predictive AI.
 - Spiking in intent and WebSights lets marketers see who is doing an above-average amount of research on important signals and visiting highest ranked pages.

VENDOR PROFILES**zoominfo****ZoomInfo**

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zoominfo.com**Artificial Intelligence and machine learning**

- ZoomInfo leverages AI to drive key features such as Intent and ZoomInfo Marketing In-market score.
- The platform uses AI to generate Ideal Customer Profiles (ICPs).
- AI functionality is continuously added to simplify the user experience and boost productivity.
- The platform uses generative AI to automate tasks, enable hyper-personalization and maximize the value customers get from the solutions.
- Expanded B2B advertising capabilities are showcased, including AI/Machine Learning (ML) ad pacing, integration with The Trade Desk, Google Ads retargeting capabilities, AI/ML-based persona bidding and account focusing/balancing.
- The newly launched Account Fit Score is a predictive AI scoring model that assigns a score of Low (0-50), Moderate (50-85), or Great fit (85-100) to accounts. This score is based on the best fit and similarity to the ideal customer profile, using CRM data, advanced firmographics and predictive AI.

Analytics and reporting

- The ZoomInfo platform provides reporting on clicks, impressions, spend, conversions, CTR, CPC, audience metrics and campaign performance.
- Additional reports include a campaign dashboard, a funnel report, a funnel movement report, top intent topics, top targeted industries, WebSights and form completions.

Collaboration and workflow management

- Workflows are based on a series of triggers, filters, and actions. There are limitless combinations of triggers and filters users can set up to generate actions.
- Examples of triggers and filters for a GTM team include:

- When a company gets a round of funding (trigger) and that company has more than 500 employees (filter).
- When a company installs a new CRM (trigger) and that company is in a certain industry in a certain Funnel Stage or has a certain IMS score (filters).
- When a company visits your website (trigger) and ZoomInfo has contact information about a Chief Technology Officer at that company (filter).
- When a company shows an Intent Signal for X Topic (trigger) and ZoomInfo has contact information about a Marketing Director at that company (filter).

Third-party integrations

- ZoomInfo Marketing integrates with tools including Salesforce, HubSpot, Salesloft, Marketo, and more. Other integrations include Pipedrive, LinkedIn, Meta/Facebook, Google and The TradeDesk.

Pricing and support

- Customers are required to commit to an annual contract.
- A free trial or other testing pre-purchase is offered.
- ZoomInfo offers three annual packages for customers: Demand, ABM Lite, and ABM Enterprise. Pricing factors include the number of accounts within active campaigns, the number of active campaigns, bulk credits, the number of intent topics, and sales engagement and intelligence options.
- Integration support and ongoing support are provided at no extra charge, including a Delivery Manager strategy session for strategic discussions, activation planning, and results routing. With the Delivery Manager's support, clients can create target audiences using data sources such as Advanced Filters, Intent, WebSights, FormComplete, and Uploaded Lists. Meetings cover

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topics such as handoffs, reporting, optimization, budget allocation, and using ZoomInfo data for audience creation.

- Customers receive 24/5 email, phone, and chat support, immediate phone access to support teams, and unlimited access to ZoomInfo's knowledge center,

university and community.