Account-based marketing (ABM) is more than a program or an account wish list. It’s a holistic B2B strategy that’s enabled by technology, data and integrated marketing and sales efforts. With so much focus on which accounts to target, ABM efforts are falling short on identifying and engaging the right decision-makers within target accounts.

To ensure ABM strategies lead to substantial pipeline and revenue growth, B2B marketers are adopting Integrate’s Demand Orchestration Software to:

- Centralize dynamic target-account list data pulled from numerous sources
- Identify and engage target-account decision-makers using your branded content
- Ensure decision-maker lead data is accurate and actionable
- Measure and optimize ABM program performance via integrations with marketing automation and CRM systems

(For a quick preview, watch this 2-minute video.)
DYNAMIC TARGET-ACCOUNT LISTS

Via APIs with the leading predictive analytics, website tracking, marketing automation and CRM systems, Integrate’s Demand Orchestration Software enables you to:

• Automate upload of target-account data for ABM programs, minimizing time-to-launch and maximizing marketing resources
• Continually update dynamic target-account lists based on program performance at various stages of the funnel as well as changes to predictive models

Integrate customers benefit from APIs with the following marketing tech systems for their ABM programs:

MARKETING AUTOMATION

WEBSITE TRACKING/IP-TARGETED DISPLAY

PREDDICTIVE ANALYTICS

CRM

Integrate’s software also allows you to upload static lists of target domains for efficient program targeting, assuring only target-account lead data is generated.
With target accounts uploaded, Integrate's software then connects you to qualified lead sources that leverage your branded content (eBooks, guides, case studies, webcasts, etc.) to generate leads among target-account decision-makers who meet your specific campaign criteria.

Integrate's software centralizes all top-funnel ABM campaigns into a single dashboard, automating program management so you can effectively engage and convert new decision-makers at targeted accounts with less effort.

- Quickly build, clone and optimize ABM campaign templates, and launch highly customizable campaigns within minutes
- Monitor ABM campaigns at source level and in aggregate for a unified view of lead pacing and performance
- Easily store and access all ABM campaign assets
ACTIONABLE ABM LEAD DATA

30% of the lead data generated by B2B marketers is invalid, contains unacceptable values or is incomplete. Integrate’s software ensures the accuracy, completeness and marketability of all ABM lead data before it enters your MAP or CRM system. This drives increased conversion rates and pipeline value, all while saving demand marketing and ops teams 25 to 100 hours per month in manual data processing.

DATA VALIDATION & STANDARDIZATION

Based on your defined lead criteria, Integrate’s software filters out invalid emails (using domain matching) and untargeted audiences (e.g., irrelevant job titles, roles, etc.). It then standardizes validated lead data to match your database formatting and injects leads directly into your marketing automation and/or CRM system, saving time, budget and database costs.

DATA DEDUPLICATION

Depending on ABM program goals, duplicate lead data can either be beneficial, increasing prospect intelligence, or a waste of budget, because you’ve already captured that account contact in your database. Integrate’s software gives you control by allowing you to set specific duplicate-lead-data rules.

DATA ENHANCEMENT

Integrate’s software offers additional lead intelligence to help you move prospects through your pipeline faster. You can append leads with more than 150 firmographic, social and contact data points, enabling more precise nurturing and follow-up. Sample enhanced data points include:

Company Data:
- Headquarter Address
- Employee Count
- Annual Revenue
- SIC Code

Contact Data:
- Title
- Job Function
- Phone Number
- Location

Social Data:
- LinkedIn Profile URL
- LinkedIn Description
- Twitter Handle
- Twitter Bio
REAL-TIME ABM PROGRAM MEASUREMENT

Making quick, informed ABM decisions requires correlating top-funnel activities to mid- and low-funnel conversions. Integrate’s closed-loop reporting instantly pulls KPI data from your MAP and CRM systems so you can quickly optimize ABM programs based on which campaigns, sources, content and accounts are driving the most:

- Decision-makers from your target-account list
- Sales pipeline opportunities and new customers
- Customers with the highest lifetime value

Are you ready to start generating account-based leads? Chat with an Integrate pro to learn how we can help.