

# ACCOUNT-BASED MARKETING

## THE NEXT GENERATION OF B2B MARKETING AUTOMATION



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– Alterra Group ”

Your marketing budget and sales staff provide a finite set of parameters around how your business creates revenue. You need a way to get the most out of them while delivering on the brand promise and experience your customers expect.

Enter Account-Based Marketing (ABM), the truest way to align your sales organization and marketing operations to drive holistic account interactions that yield higher returns. It's the next generation of B2B marketing automation.

According to Demandbase, “ABM is the process of identifying the companies most likely to buy, and then marketing to them. B2B companies understandably want to focus their marketing dollars on accounts with the highest potential to deliver sustainable revenue.”

### Better Relationships & Higher ROI

Marketers that adopt account-based strategies are more successful and more competitive than their peers who market to individuals. According to Alterra Group, 84% of marketers find that ABM provides significant benefits for retaining and expanding existing client relationships, and 97% say that it delivers a higher ROI than other marketing methods.

This approach lets marketers treat prospect accounts as one target, rather than a number of individual people. With ABM, marketing data can guide sales strategies, improve prospecting, and increase conversions with more accurate targeting and segmentation across the organization.

### Data Informs the Experience

Prospects have different needs as they interact with companies at different stages in their buying cycle. It begins with awareness and education as they explore topics that resonate with their needs. Successful ABM embraces an end-to-end view across this journey and across all channels. With data and analytics, marketers begin to better understand both the individual and the entire account to create a personalized customer journey for each stakeholder at the same company.

One of the main benefits of ABM is the level of insights marketing can provide to sales. According to Gartner, “Account-based marketing builds on a foundation of robust data collection and analysis and the use of predictive analytics to identify expansion opportunities from within an existing customer base.”



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By leveraging data analytics, marketers can determine customer behavior and interests and ensure sales teams are armed with what questions to ask when the time is right. Using technology transforms disconnected audience behaviors into true account-level insights.

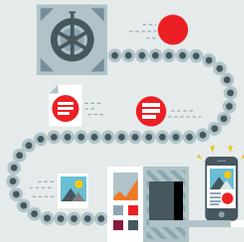
## Individual & Account Insights

Understanding each individual and their drivers within an account is important. But putting together all the account connections into one view is critical for identifying new business opportunities and accelerating them within the sales process. Marketers can use technology to map and understand relationships and group prospects at an account by segments based on pain points and priorities. This enables marketers to target individual and account interactions with the right content at the right time on the right device.

If You Only Remember One Thing: ABM provides the data to identify the accounts most likely to buy, while letting marketers personalize their approach to every prospect with an understanding of how each individual profile is part of a larger target account.

## Want to Learn More?

Get alignment between sales and marketing to improve funnel conversion and accelerate opportunities. Rely on expertise and solutions that marketers love and IT trusts. See how account-based marketing can work for you.



**If you want to learn more, go to:**

[oracle.com/marketingcloud/  
marketing-automation](https://oracle.com/marketingcloud/marketing-automation)

If you have heard enough and you are ready to talk to someone, [contact us](#).