

latentview

Actionable Insights • Accurate Decisions

Unlearning and Relearning the B2B funnel

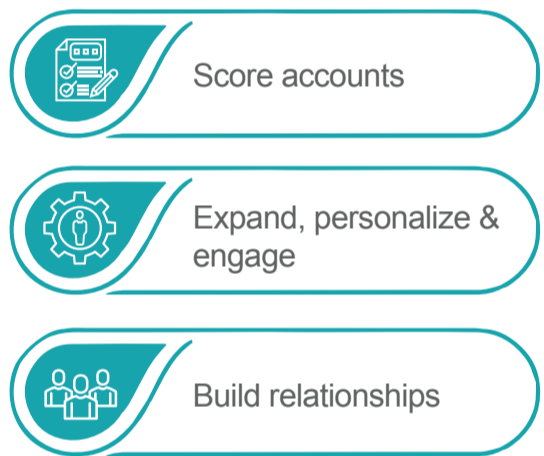


Traditional Marketing VS Account-Based Marketing

Traditional Marketing



Account-Based Marketing



ABM helps the marketers to push personalized marketing content to the decision-makers at the right time, whereas traditional marketing focuses on reaching out to high volume list



27% of ABM marketers reported over 50% increase in C-level engagement



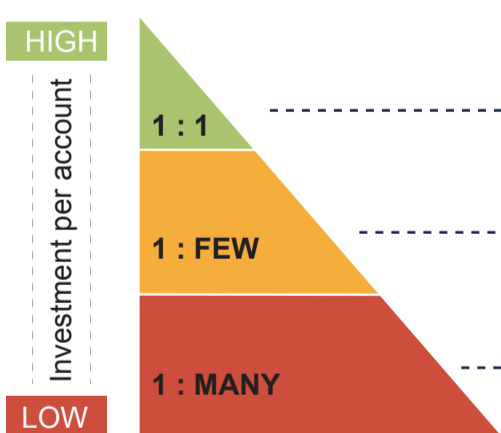
Almost 62% of marketers say they account for a positive impact after adopting the ABM approach



87% of marketers who followed ABM have out-performed all other marketing activities



1 in 5 five accounts that were targeted as a result of ABM has qualified for a sales opportunity



Creating and executing highly-customized programs for individual accounts



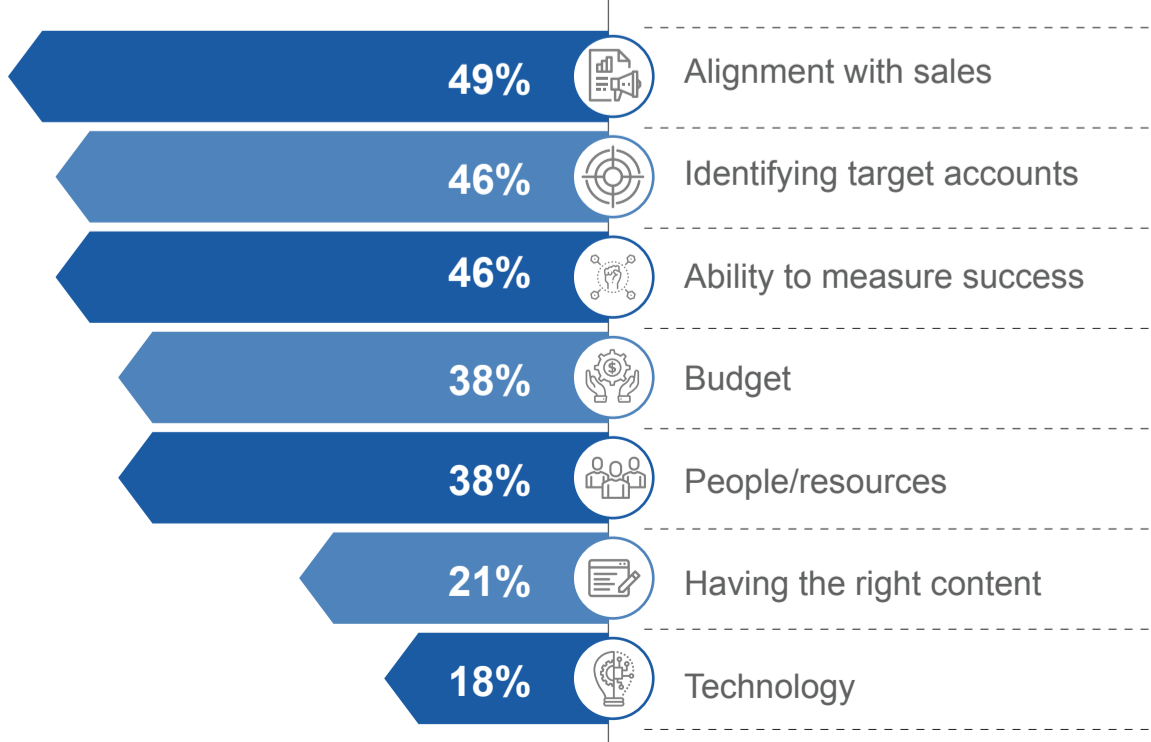
Creating and executing lightly-customized programs for clusters of account with similar issues and needs



Leveraging technology to tailor and personalize marketing campaigns for specific, named accounts at scale

Factors that make ABM a success in an organization

Most critical factors in driving ABM success



For more information, please visit www.latentview.com or follow us on LinkedIn, Email: sales@latentview.com