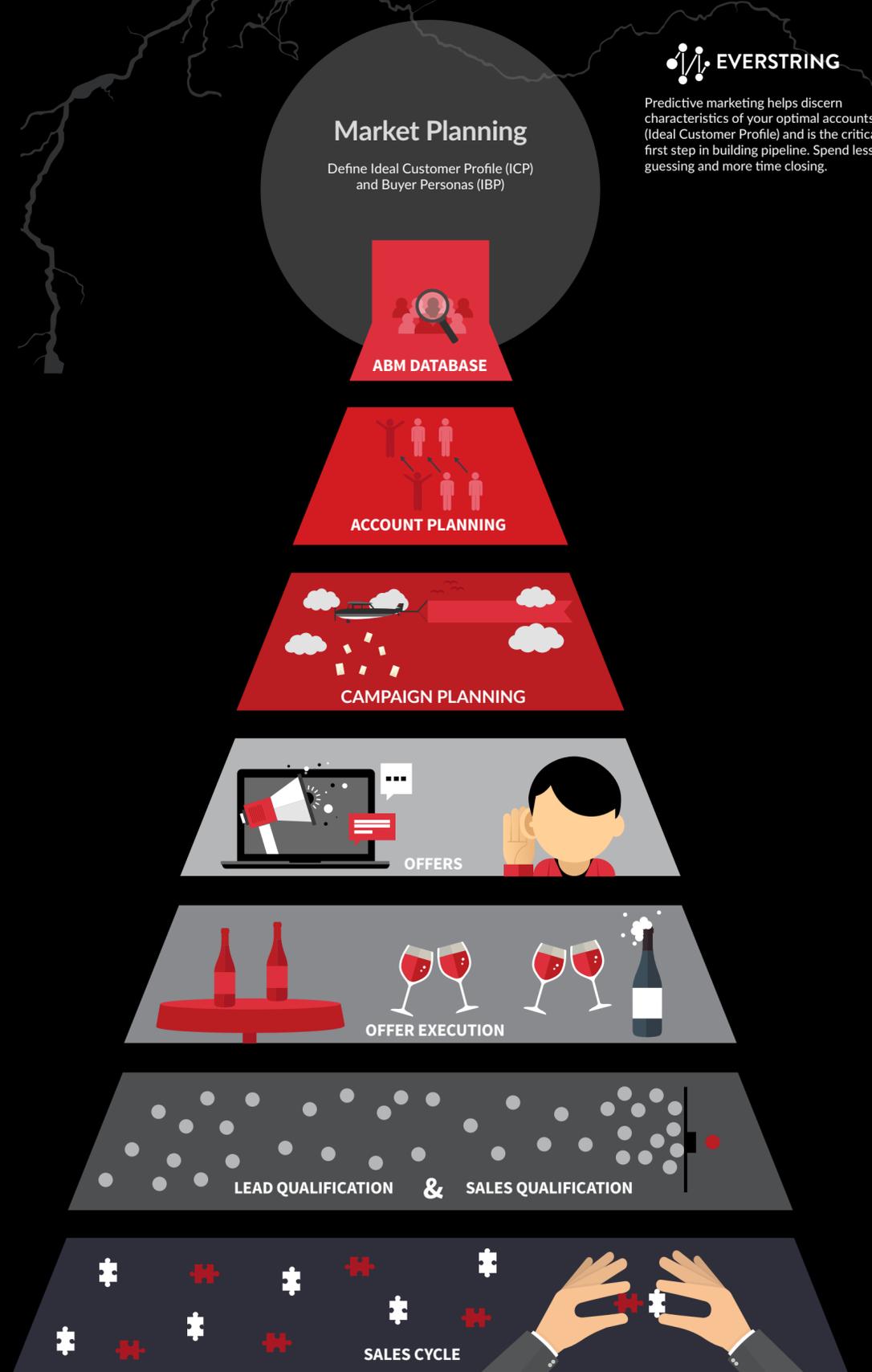


# MONSTERS OF FUNNEL

## CERTIFIED ACCOUNT-BASED MARKETING STACK

Despite the hype, account-based marketing is really nothing new. So what's changed? Find out in the Back to Stack version of our ABM tech stack.



**EVERSTRING**

Predictive marketing helps discern characteristics of your optimal accounts (Ideal Customer Profile) and is the critical first step in building pipeline. Spend less time guessing and more time closing.

 <p><b>ABM Database</b> Create and maintain database of target accounts and contacts</p> <p><b>Datanyze</b> Sales intelligence and lead generation software that uncovers the best leads inside and outside your CRM. Score leads and find new prospects based on industry-leading business, tech and social data signals.</p>	 <p><b>Account Planning</b> Gather account/contact insights that will inform campaigns</p> <p><b>salesforce</b> Gather thy data. Manage, track, and measure the effectiveness of target account efforts across leads and accounts/opportunities.</p>	 <p><b>Campaign Planning</b> Determine ABM campaign based on account's current situation</p> <p><b>Marketo</b> With ABM, the focus shifts from mass marketing to engagement. And that engagement must be tracked. Marketo is the only platform unifying all digital channels.</p>	 <p><b>Offers</b> Develop high value offers (e.g. events, content) to support ABM</p> <p><b>InsideView</b> Detailed, up-to-the-minute market intelligence to retain and grow your footprint with customers.</p>
 <p><b>Offer Execution</b> Distribute offers across multiple, well-coordinated channels</p> <p><b>Terminus</b> Stop guessing where your advertising dollars are being spent. With Terminus, you know that your ads will always reach your ideal customer profile on the channels they use the most.</p> <p><b>DIRECT MAIL</b> - This old school method has become a new way to stand out in the sea of same <b>TRADE SHOWS</b> - Offer special promotions for a booth visit, badge scans, etc. <b>WEBINARS</b> - Downloadable assets are a still must &amp; special offers for attendees offer much mileage</p>	 <p><b>Lead Qualification</b> Sales development follows-up on leads to set appointments for sales</p> <p><b>SalesLoft</b> Integrated email and phone to track all communication activities in one platform, and use engagement to trigger your SDR's next activity.</p>	 <p><b>Sales Qualification</b> Sales holds initial call with prospect to determine opportunity</p> <p><b>LeanData</b> Makes sure the prospect has the correct institutional penetration and hasn't already been targeted for other efforts.</p>	 <p><b>Sales Cycle</b> Sales works opportunities while marketing provides campaign support</p> <p><b>LinkedIn</b> LinkedIn's mission is simple: To connect the world's professionals to make them more productive and successful.</p>

What do you use as an END-TO-END tool throughout the entire process?

**ENGAGIO**

The analytics tool that measures the success of all these items. It also helps fill out the all-important ICP by being the bridge between lead-centric marketing automation platforms (like Marketo) and account-centric/outbound marketing capabilities.



## BECOME AN ACCOUNT-BASED MARKETING HERO

Download this eBook and you'll have all the knowledge you'll need to start rocking into the night with account-based marketing.

The insights, tactics and strategies within are kind of like sugar in a Def Leppard song — gratuitous and highly-engaging.

UNLOCK THE EBOOK