

5 Things ABM Platforms Won't Tell You About Targeting

ABM platforms are all using the same targeting, but they keep their data in a black box, depriving you of the ability to personalize your propensity models.

Without a propensity model as unique as the data you're measuring, you will end up wasting time and budget on bad accounts. After all, generic targeting leads to a poor quality pipeline.

5 things ABM platforms won't tell you about targeting:

1 Data Must Be Demystified

You need the whole story of your data in your CRM to make targeting more precise and laser-focused.

2 You Need to Know How to Construct An In-Market Account List

Customers should be in control of their propensity model. They need to customize each list component's relevance and importance.

3

Your Data Doesn't Need to Come from the Ad Stream

ABM platforms often incorporate outdated methods like display ads to get insights, but this isn't necessary and often isn't popular with customers on the other end.

4

There are Opportunities for Unique, Customizable Data

Use the signals you have to inform your next steps no matter your use case. You're not trapped needing the same motions like everyone else. You can achieve data that is unique to your story.

5

You Need to Add Unique Signals to Stay on Top

Not only does adding new signals give you additional insights, it also helps you stay on top and in the lead. In today's landscape, first-party and third-party as well as infographic and demographic data isn't enough. You need to have signals that others aren't factoring into their scoring models to be first on the account.

We strive to democratize data and make it transparent as possible. After all, it is your data, and it should not be a black box of questions, tied to additional expenditures.

We offer a data test that's personalized to your business, allowing you to see the power of our propensity model first-hand.

Demystify your intent data and identify your high propensity accounts by booking a demo and requesting your unique data test today.