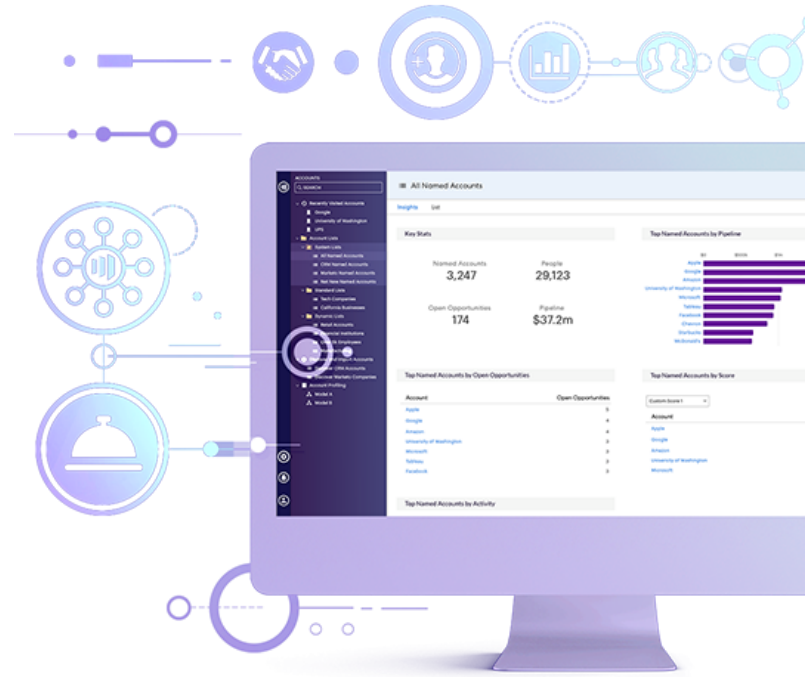


The Future of ABM is ABX

There's a remedy for the ABM struggle

There's no sugar-coating it: today's marketing landscape makes it challenging to effectively execute and scale an ABM strategy. B2B brands are forced to use disconnected point solutions that limit the number of channels, create duplicative data sources and lack the automation capabilities necessary to truly nurture thousands of accounts at scale. They are also forced to view incomplete CRM data as the central source of truth for account knowledge. As a result, sales and marketing don't communicate throughout the process, and experience random, siloed customer interactions. This makes the results difficult to report on and incongruous to a larger strategy, which puts the brand at a high risk of not meeting customer expectations.

To unlock the full potential of ABM and revenue, B2B brands must put people and experiences at the center of their ABM strategy, instead of relying on random interactions that focus on short-term gains. This shift in focus will enable sales and marketing to create account-based experiences (ABX) (ongoing and coordinated customer experiences), that focus on the lifetime value of a specific account and add up to a larger, holistic and long-term customer relationship. Using ABX, sales and marketing can ensure that all touchpoints are connected and build off each other. ABX can also help both teams focus on a shared strategy, avoiding random customer interactions and acts of sales and marketing that don't unlock the full potential of ABM and don't maximize revenue potential. While ABM focuses on the marketing side of account engagement, ABX incorporates all aspects of account engagement, including sales.



How Marketo Engage creates account-based experiences (ABX)

Account-based marketing (ABM) is a strategy, not a technology. It's an experience-centric approach that requires sales and marketing teams to collaborate on best-fit account opportunities and engage specific buying groups inside target accounts with relevant experiences to generate more revenue faster and easier than before. Rather than marketing broadly to many potential buyers, companies that employ an ABM strategy focus their resources on a shared set of specific accounts that they know are a good fit for the products and services they sell. This means creating a coordinated and personalized account-based experience for key stakeholders, or buying groups, within each account.

ABX stands for account-based experiences. ABX is essentially what successful ABM looks like in action. While ABM represents the marketing portion of account-level customer experience and engagement, ABX is the outcome of combined sales and marketing efforts. ABX is a coordinated and ongoing customer experience that focuses on the lifetime value of a specific account and adds up to a larger, holistic, and long-term customer relationship. When you bring together the power of ABM,

and customer experience management (CXM) and put people and experiences at the center of B2B marketing strategies, you create ABX. With ABX, you have an entirely new way of thinking about how to identify, reach, and deliver engaging experiences to account-based buying teams. When experience is at the center of your ABM strategy, it brings sales and marketing teams together, breaks down notions of buyer stage ownership, and brings clarity to longer-term customer relationships and lifetime value.

Marketo Engage supports the three pillars of ABX

Collaboration

One revenue team with a shared strategy

Shared Data and Insights

Coordination

Pursuing accounts together with coordinated efforts

Integrated Sales and Marketing Channels

Continuity

Long-term, always-on engagement from awareness to advocacy and beyond

Integrated Sales and Marketing Automation

Successful account-based experiences are made up of three core principles:

1. Collaboration: This is a crucial part of creating an account-based experience (ABX) because it acts as the foundation for creating and executing the same ABM strategy. Marketing, sales, and other teams must act as one revenue team that aligns with business goals. This also ensures that all teams are using the same data from multiple data sources (first-, second-, and third-party data, intent data, sales data, marketing data, etc.) to create a data-driven ideal customer profile (ICP) together. The ICP is then used to create the right target account list that actually supports the shared strategy.

2. Coordination: This ensures that your prospects and buyers have a consistently relevant experience every time they interact with your brand. This requires sales and

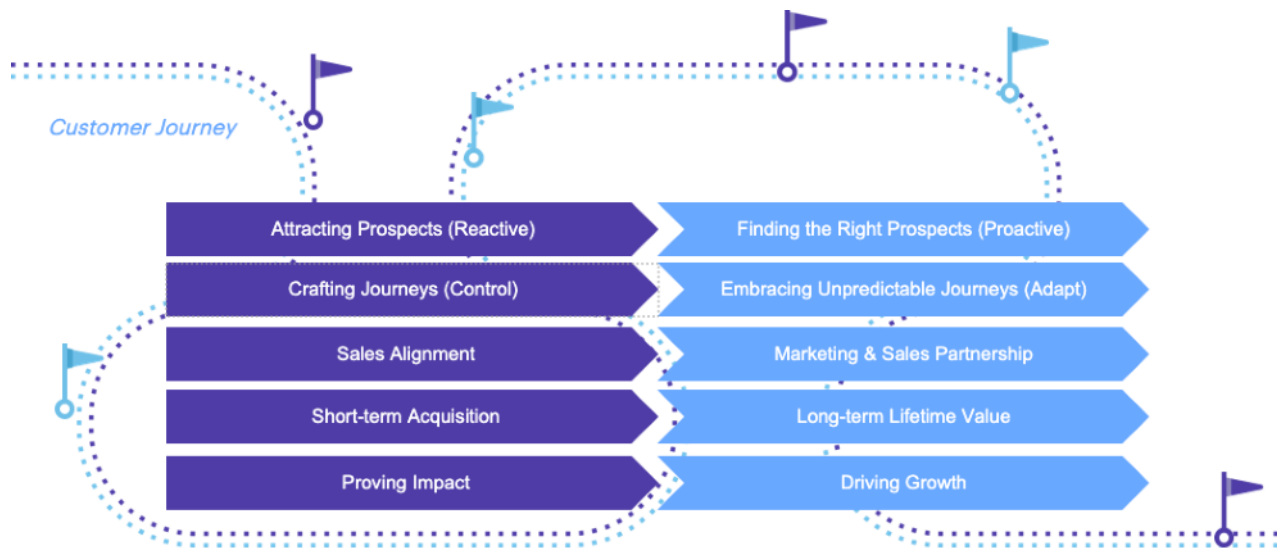
marketing to tag-team customer touchpoints and work in harmony to make sure that each marketing and sales engagement channel is working together — that is, picking up where the last channel left off so that the buyer feels known and appreciated with a personalized ABX, no matter what type of sales or marketing activity is taking place online or offline. This also ensures that each team knows the current state of the customer's relationship and can adapt accordingly. For example, if an account has already seen email messaging from marketing, then a sales rep can take that into consideration when calling upon that account. Alternatively, marketing can adjust messaging on the web or in an email if contacts from a specific account have already had an introductory call with a sales rep.

3. Continuity: The ability to maintain continuous, perpetual experiences for prospects and existing buyers that span from awareness to advocacy. Account-based

experiences should never end, and they must always adapt to the latest state of the buyer's relationship with your brand. When implemented successfully, ABX will not only turn a prospect into an advocate—it will keep them as an advocate. Continuity requires cross-channel automation capabilities across sales and marketing channels to automate and scale “always-on” engagement, especially when you have thousands of target accounts.

Before both sales and marketing teams can start coordinating epic customer experiences, they need to shift into the ABX Mindset. The lead hand-off between marketing and sales is gone. ABX naturally eliminates the lead hand-off between marketing and sales because it requires both teams to interact across the entire buying journey no matter the stage the customer is in.

Shifting into the ABX Mentality



ABX mentality requires going from:

- Only reacting to leads who are interested, to proactively engaging accounts that we know are a good fit
- Trying to control and predict the customer journey, to adapting to the unpredictability of customer behavior
- Aligning blindly with whatever sales is doing, to forming a true partnership where all initiatives are created and completed together
- Focusing on short-term acquisition of prospects, to focusing on long-term lifetime value potential of prospects and existing customers
- From worrying about proving marketing impact for closed/won deals, to driving strategic growth as an equal partner with sales and proving impact through revenue as one team
- Whether you're new to ABM or just want to learn more, having the right tools is critical to your team's success
An effective ABX can serve a business of any size, but it all starts with a solid, well-established foundation.

Learn more at marketo.com/solutions/account-based-marketing