

5 Strategies to Turbocharge ABM with Artificial Intelligence

In today's era of digital transformation, marketers need to put people and experiences at the heart of their account-based marketing (ABM) strategy to create effective account-based experiences (ABX) that win buyers' attention and long-term trust.



With this increased investment in ABM, you must select the right accounts—but this can be a slow process, as account selection for ABM traditionally takes weeks or even months of manual work. An ABX approach powered by artificial intelligence (AI) makes all the difference. AI allows you to quickly process data and offers additional account-level insights so you can build the right target account list faster than ever before. And with AI, you can gain deeper insight into your potential buyers' engagement levels—and target personalized ABX accordingly. With a robust ABM solution to support your strategy, AI can provide superior ABX across all channels and throughout every stage of the funnel.

FOLLOW THESE **FIVE STEPS** TO ENHANCE YOUR ABM STRATEGY WITH AI:

1

Get better account insights and selection

With AI, marketing and sales teams have the right amounts of data needed to support account selection. AI can be used to sift through volumes of it to create ideal customer profile models and select accounts that match them. This saves time and generates revenue faster by helping sales and marketing allocate the right resources at the right time on the right accounts that are more likely to buy.

2

Improve contact discovery with AI

AI associates contacts in your database with the correct account, also known as lead-to-account matching, giving marketers a better idea of their current account penetration and which accounts they need to hydrate more with new contacts. AI can also suggest new account contacts and audiences to target across paid media, based on buying intent and look-alike models of your existing best-fit customer accounts.

3

Boost cross-channel engagement with AI

Creating effective ABX requires an AI-powered solution that provides timely and relevant account-specific content across all channels. AI can suggest ABM audiences that respond better on certain channels to optimize conversions, and predictive content and web personalization to push the right message and content across necessary channels like web, email, and direct mail channels to key personas and stakeholders.

66% of B2B consumers expect all of their brand or vendor interactions to be personalized.¹

4

Use AI to collaborate with sales

Marketers should collaborate with sales to pursue accounts together using an ABM solution that provides full account-level visibility into both sales and marketing activity. One way to do this is to deploy AI-driven chatbots to identify and engage key personas with personalized conversations as they visit your website. AI can also decide to route live chatbot conversations to the right sales rep once the chatbot has accurately qualified the web visitor. Additionally, AI can suggest the most effective outbound sales plays for sales to use based on previous activity, the most effective time of day, content, and other performance attributes.

5

Get a better understanding of measurement and attribution

Use AI to analyze attribution models and make suggestions for your optimal marketing mix. Understand which marketing activities impact closed-won deals, which channels produce the most conversions, and which accounts create the best ROI. Using AI, you can also measure the progress of accounts and contacts from acquisition through advocacy, across all marketing channels, with a single source of data for the entire team.

WANT TO LEARN MORE ABOUT HOW AI CAN HELP POWER YOUR ABM STRATEGY? VISIT OUR WEBSITE.

¹ "The State of Engagement," 2017, Marketo.