DEMANDBASE

CHOOSING THE RIGHT ABM TECHNOLOGY FOR YOU

As ABM adoption has skyrocketed, more and more companies are looking to invest in technology to help automate, scale and accelerate their ABM initiatives. But given the ever-growing list of technology vendors, it's become more difficult than ever to pinpoint and invest in the right ABM solution. If you're shopping around for ABM technology, the questions and criteria below can help guide your thinking as you start evaluating vendors.

REPORTING & ANALYTICS
Measure the Performance of Your ABM Strategy

DOES THE VENDOR:

- ☐ Centralize your existing data sources in one location?
- ☐ Track B2B metrics by account?
- ☐ Offer a dashboard to measure ABM impact from across the funnel?
- ☐ Offer next best actions based upon current account stage?
- ☐ Enable you to create new audiences based off of firmographic and intent data, in order to execute across the funnel?

- ☐ Track and report on anonymous first-touch visitors by account?
- ☐ Allow you to combine first party and firmographic data for segmentation and reporting?
- ☐ Have strategic services in place to help you set up ROI reporting based on your strategy?
- ☐ Allow you to compare the performance of different audiences or account lists, evaluate the impact of specific programs, and even compare the performance of different vendors?

ACCOUNT SELECTION
Build Dynamic Target Account Lists that Include the Right Accounts

DOES THE VENDOR:

- ☐ Identify accounts based on a variety of data, including firmographic, behavioral and intent signals?
- ☐ Go beyond company level firmographics to understand individual buyers at key accounts?
- ☐ Offer fast, self-service implementation?
- ☐ Score, rank and provide insights into existing, known accounts?
- ☐ Help identify accounts outside of your existing CRM data?
- ☐ Offer full transparency into why each company is featured?

- ☐ Leverage Artificial Intelligence (AI) technologies to identify buying signals in real-time?
- ☐ Provide direct activation into marketing channels from the target account list?
- ☐ Support the creation of advertising campaigns directly from account lists and filtered account list audiences?
- ☐ Use segmentation defined in the account selection environment to drive site customization?
- ☐ Enable sales intelligence alerts based on audiences created in the account selection environment?

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SEGMENT MANAGEMENT
Manage Audiences and Connect Disparate Data Sources

DOES THE VENDOR:

- ☐ Connect with CRM?
- ☐ Let you upload any list?
- ☐ Let you measure audiences?
- ☐ Expose additional data related to the accounts in your audience, including firmographic, intent, engagement activity?

- ☐ Enable you to easily use your audiences to execute via other channels like advertising or website personalization?
- ☐ Allow you to easily filter your audience by first and third party attributes like firmographics, intent and site activity? If so, can those filtered audiences be saved?

ADVERTISING
Run Targeted Advertising Campaigns that Reach the Right Individuals and Accounts

DOES THE VENDOR:

- ☐ Run campaigns that target key accounts and buying committees within those accounts?
- ☐ Protect brand safety through mechanisms such as whitelists?
- ☐ Offer transparency with its whitelist?
- ☐ Provide campaign delivery reporting at the domain level?
- ☐ Provide transparency into its targeting data, its sources and how it is derived?
- ☐ Allow you to serve a personalized ads on an anonymous basis?

- ☐ Offer dynamic ad creative that is responsive to company, industry and other attributes at the impression level?
- ☐ Allow you to target and personalize advertising using a combination of IP, cookie and first party data?
- ☐ Provide campaign reporting using B2B metrics?
- ☐ Measure the incremental impact of advertising by collecting baseline data or using a control group?
- ☐ Offer named account service personnel to partner with you from strategy through execution?

WEBSITE PERSONALIZATION
Deliver Personalized Website Experiences and Surface Content Based on Individual Visitors

DOES THE VENDOR:

- ☐ Identify anonymous visitors?
- ☐ Leverage Artificial Intelligence (AI) technologies to recommend personalized content for every website visitor?
- ☐ Let you build customizable, personalized experiences for known and unknown visitors?

- ☐ Support integrations with related platforms like CMS and A/B testing platforms?
- ☐ Personalize headlines, website heros, CTAs, promos all on a single webpage?

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SALES INTELLIGENCE
Inform Sales Strategy with Meaningful Insights

DOES THE VENDOR:

- ☐ Integrate with the other ABM solutions within the platform?
- ☐ Deliver sales insights in real-time or close to real-time?
- ☐ Deliver sales insights in Salesforce, email and other chat tools like Slack?
- ☐ Provide insights that go beyond the basic enrichment of firmographic data?

- ☐ Provide actionable sales insights?
- ☐ Deliver insights based on website engagement? If so, do they differentiate the type of visit?
- ☐ Provide sales insights that learn over time, based on feedback from sales users?

VENDOR ONBOARDING & SUPPORT
Get Up and Running and Start Delivering Value Quickly

DOES THE VENDOR:

- ☐ Deliver quick time to value?
- ☐ Provide training sessions?
- ☐ Provide ABM best practices and thought-leadership materials?

- ☐ Offer strategic ABM support from seasoned marketers?
- ☐ Conduct performance reviews on a quarterly basis?

INFRASTRUCTURE
Fold New Technology Into Your Existing Technology Stack Seamlessly

DOES THE VENDOR:

- ☐ Integrate with CRM?
- ☐ Integrate with MAS systems?

- ☐ Offer integrations with other technologies, such as LinkedIn and Slack?
- ☐ Integrate with all the major analytics tools, CMS, public/private exchanges etc.?

Choosing the right ABM vendor can be overwhelming. At Demandbase, we can help identify the best solution based on your unique needs. Contact our team for more information at info@demandbase.com