INBOUND

AI-Powered ABM: Revolutionize Your Marketing Strategy

Elizabeth Ronco

Elizabeth
Ronco

SVP of Product,
Madison Logic

IN 25

The State of B2B Buying

The State of B2B Buying

Shifts in Buyers, Behaviors, and Expectations

Typical buying group consists of **6-11 decision-makers** that can grow to 14-23 people for significant technology purchases
(Source: Gartner)

71% of global B2B purchases are made by digitally-native **millennial and Gen-Z** buying group members
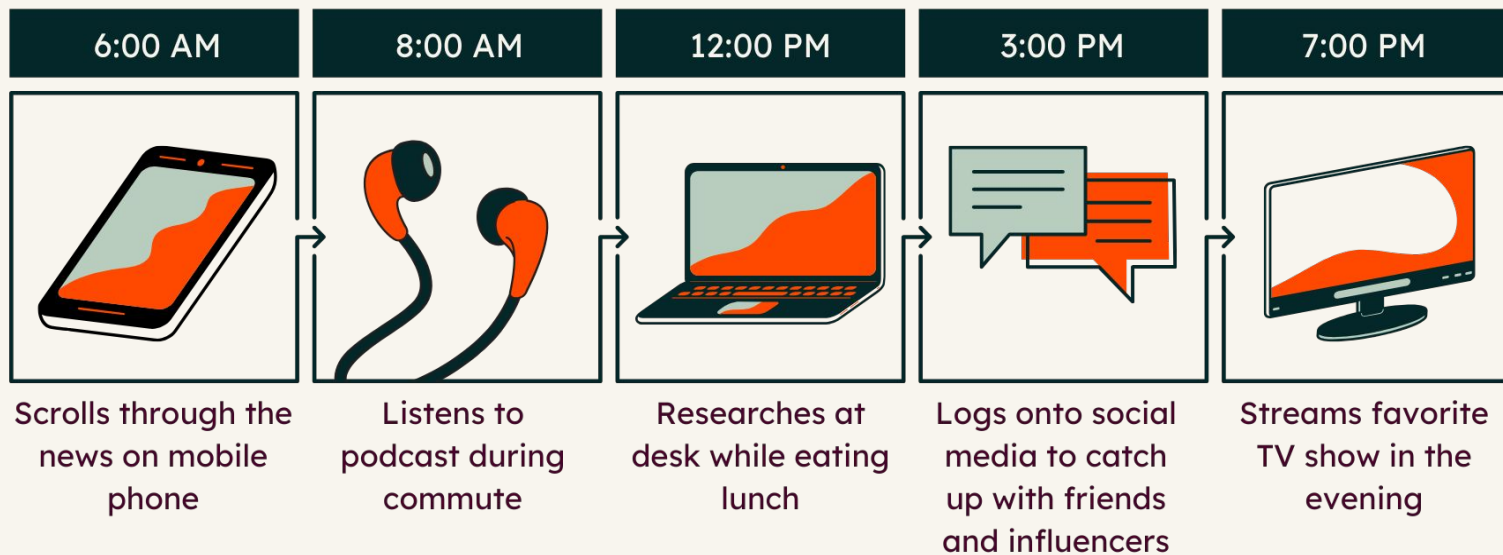(Source: Forrester)

75% of B2B buyers **prefer a rep-free experience**
(Source: Gartner)

The Journey Isn't Linear Anymore — And That's Okay

6:00 AM	8:00 AM	12:00 PM	3:00 PM	7:00 PM

Scrolls through the news on mobile phone

Listens to podcast during commute

Researches at desk while eating lunch

Logs onto social media to catch up with friends and influencers

Streams favorite TV show in the evening

IN 25

The Real GTM Challenge Isn't Tools — It's Mindset

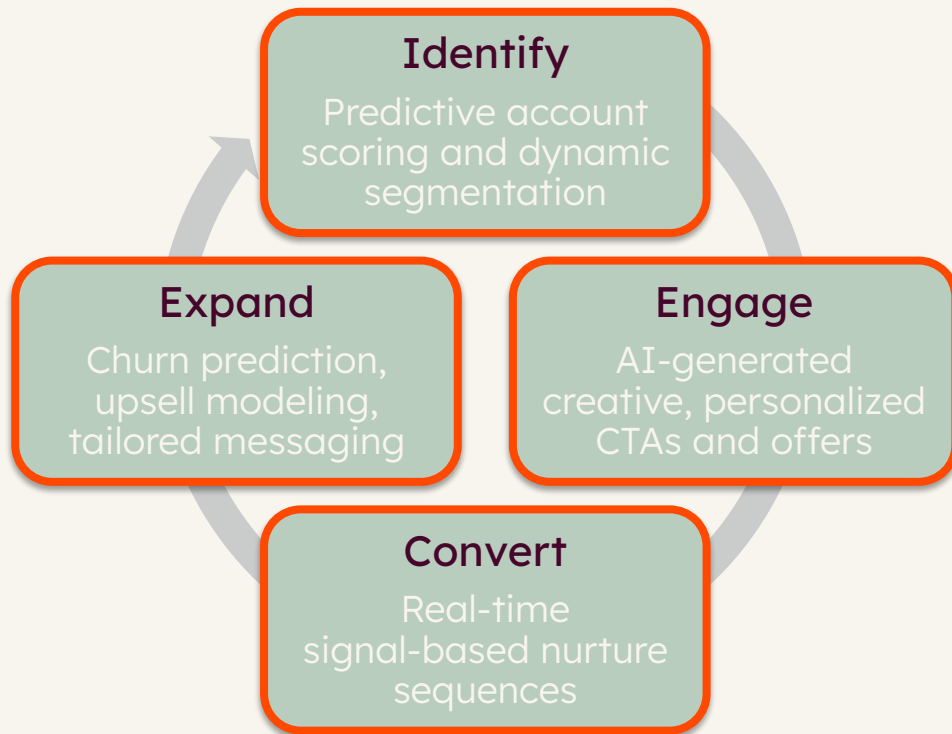Here's the twist. Most of us already have enough tools. But adoption lags. Execution stays manual.

70% of transformation efforts fail—not because of strategy, but because of human behavior

Source: McKinsey

IN 25

The Role of AI
in ABM

Smarter ABM Across Every Stage of the Journey

Identify
Predictive account scoring and dynamic segmentation

Expand
Churn prediction, upsell modeling, tailored messaging

Engage
AI-generated creative, personalized CTAs and offers

Convert
Real-time signal-based nurture sequences

IN 25

Predictive Power to Prioritize the Right Accounts

✔ Predictive account scoring based on real buying signals

✔ Dynamic segmentation by behavior, not just demographics

✔ Predictive models get smarter over time, adapting to actual outcomes

✔ Focus on resources on the highest-propensity accounts

Intent

Historical Behavioral Data

CRM

Firmographics

Technographics
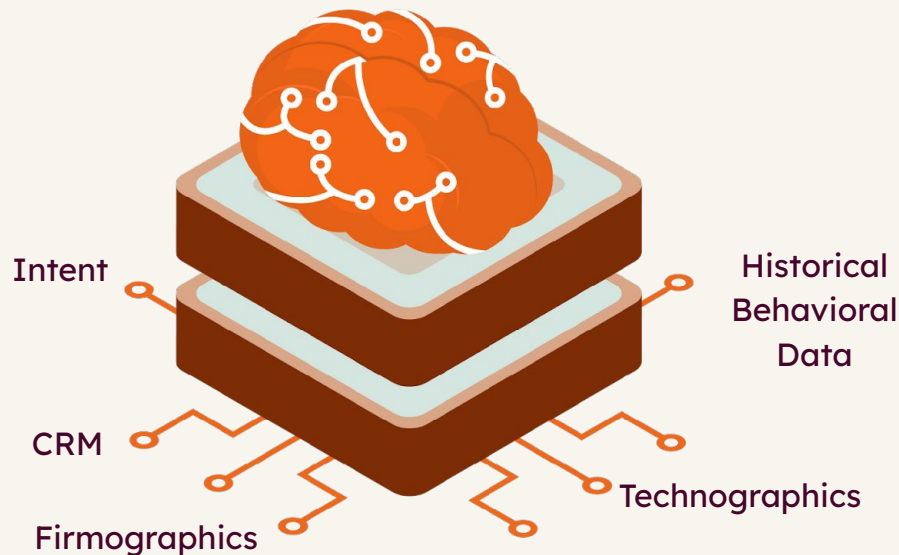
Output: Prioritized account list / dynamic segments

IN 25

How Buyers Actually Decide

SPARK

Insightful, bold content that reframes problems

SUPPORT

Case studies, ROI metrics, and credibility

SOCIALIZE

Tools buyers can use to influence internal teams

IN 25

The Diverse Buying Group Roles & Priorities
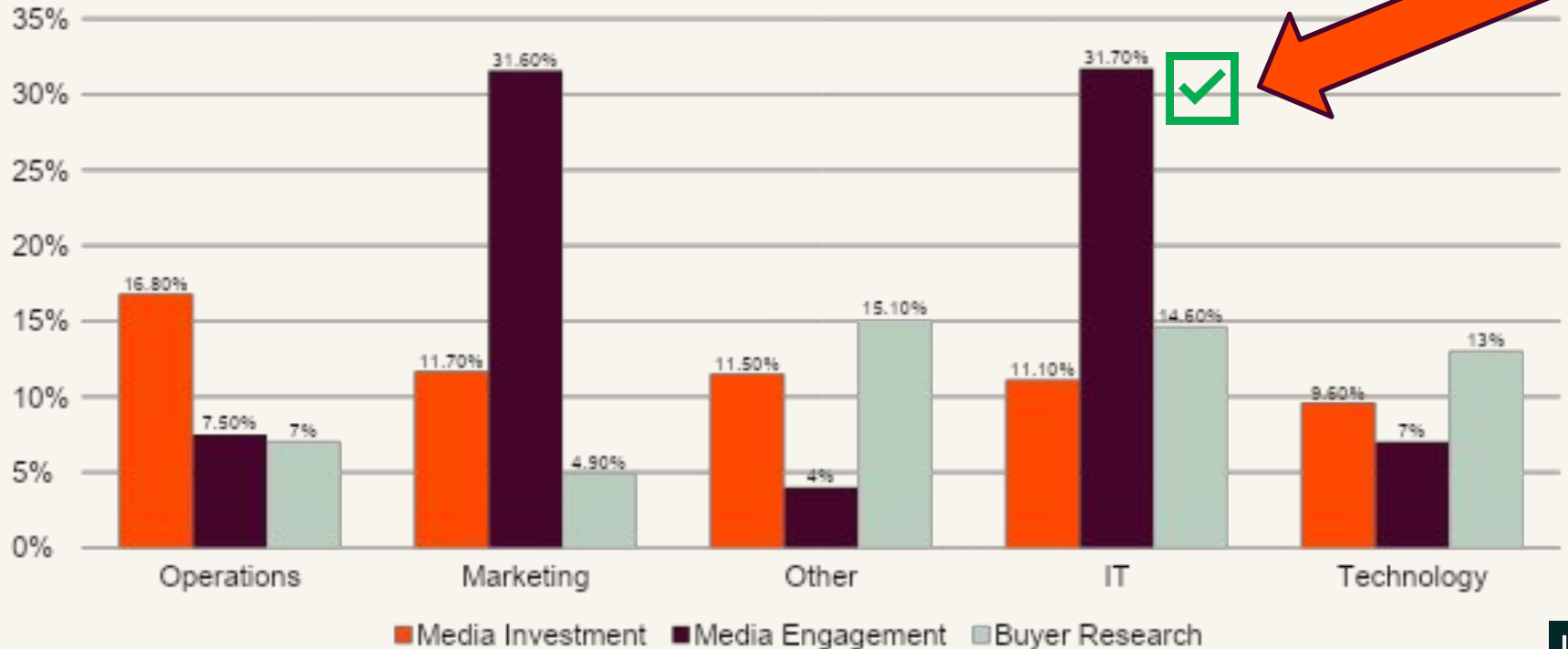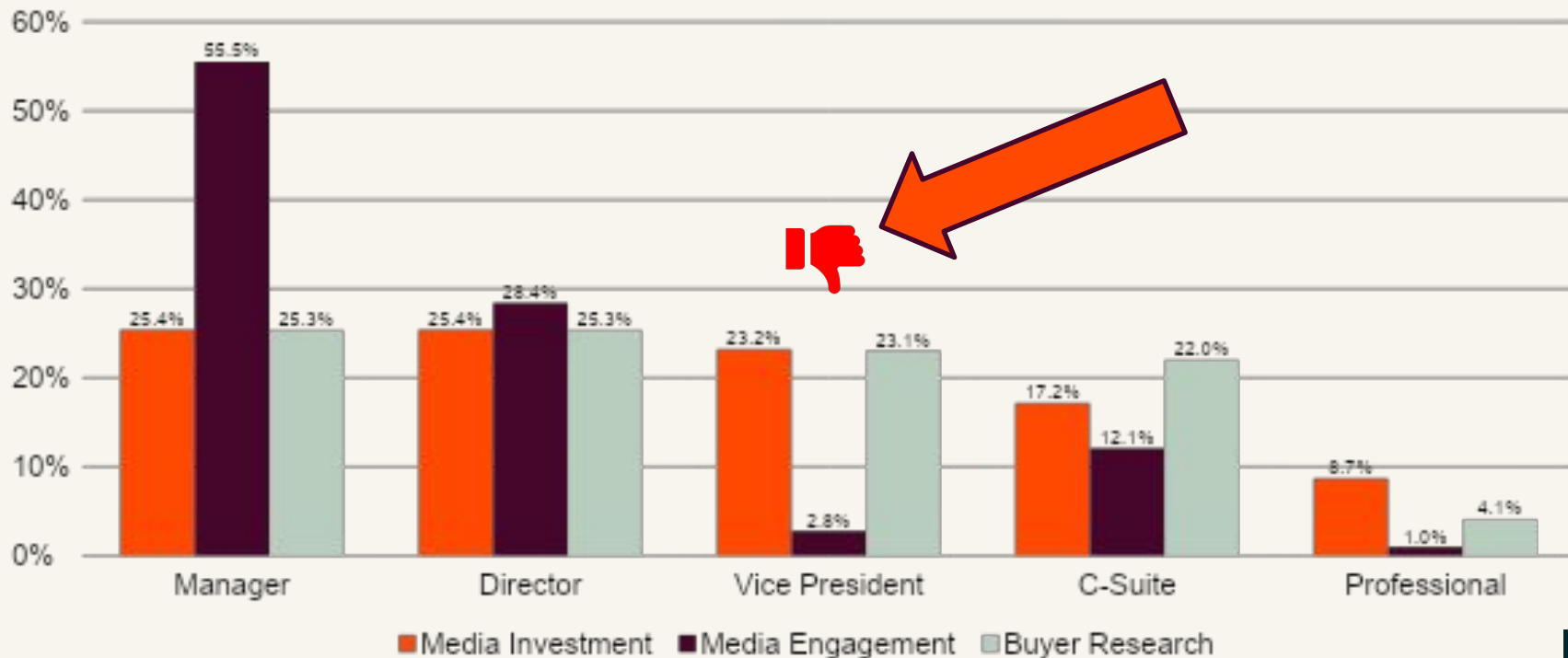
Single Decision Maker

Modern Buying Groups
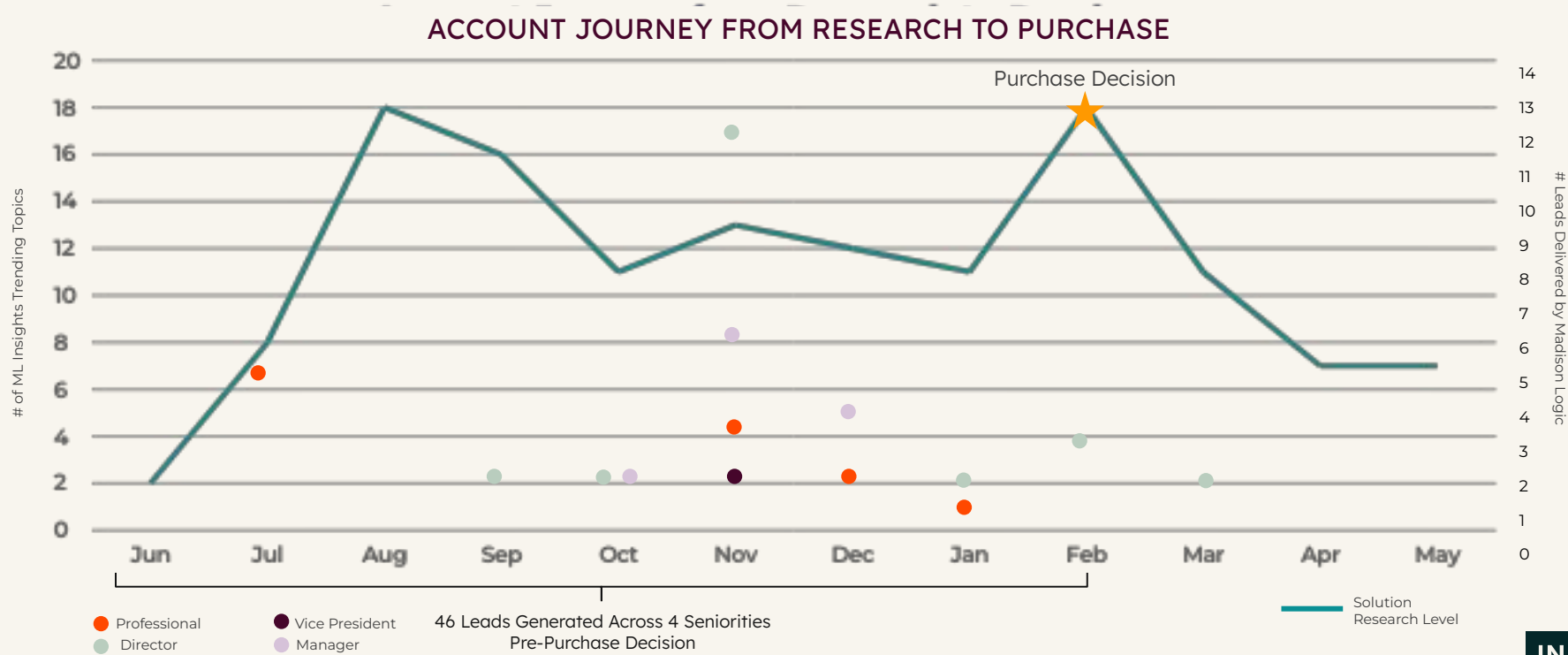
Signals Over Stages — A More Adaptive GTM
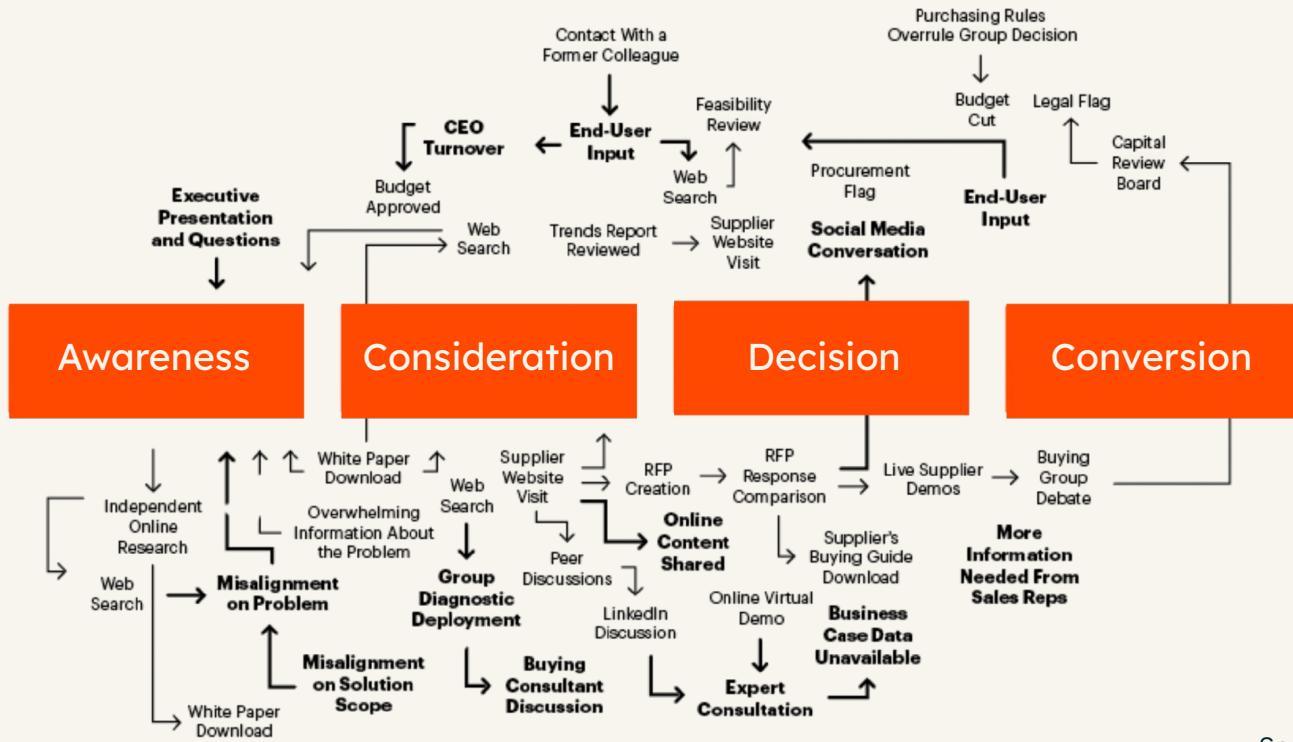
Source: Gartner

The Role of AI in ABM

Maximize Full Buying Group Engagement

ACCOUNT JOURNEY FROM RESEARCH TO PURCHASE

Purchase Decision

# of ML Insights Trending Topics

Leads Delivered by Madison Logic

Professional
Director
Vice President
Manager

46 Leads Generated Across 4 Seniorities
Pre-Purchase Decision

Solution Research Level

Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May

Turn Competitive Moves into Opportunities

COMPETITOR 1 HAD A MAJOR PRODUCT ANNOUNCEMENT DRIVING A SPIKE IN RESEARCH
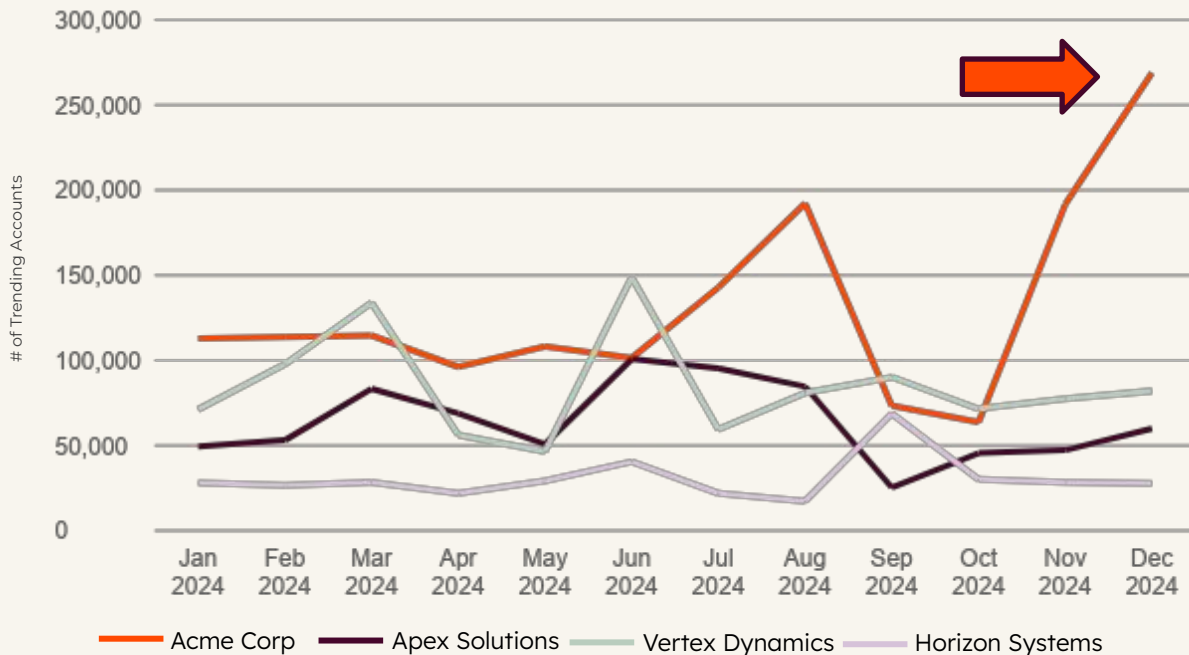
OPPORTUNITY

Acquisition ABM Program: Leverage increased interest in Competitor 1 to generate a TAL of accounts in-market for Acme Corp, but do not yet have Acme Corp installed.
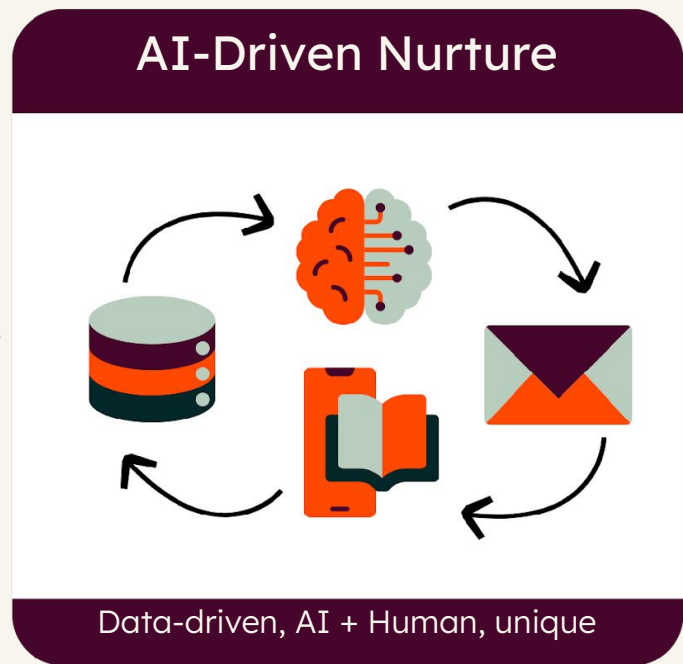
Multi-Channel Impact Case Study

By reaching target audience with both Audio Advertising and Content Syndication, *all target accounts* visited the brand's website

100%
Site Engagement

✔ 989 accounts generated
✔ 48,483 total site visits

IN 25

AI-Powered Nurture That Moves Buyers Forward

A New Blueprint for Planning & Measurement

It's not just about form fills anymore. AI can:

- Attribute engagement across buying groups

- Show ROI at every stage

- Forecast which accounts are accelerating

This helps you grow customer value after the deal

ü Predictive churn detection before it's visible

ü AI-powered models for identifying upsell opportunities

ü Segment-based messaging to deepen relationships

ü Continuous feedback loop to refine ICP

IN 25

The Path To AI-Powered ABM

What Does Adoption Look Like?

**Level 1:
Basic Personalization
(Manual & Fragmented)**

- One-size-fits-most
- Limited data
- Minimal context for sales
- Manual
- Inconsistent personalization

Challenges: Time-intensive, difficult to scale, prone to missed opportunities

**Level 2:
Data-Driven
Personalization
(Integrated & Predictive)**

- Uses data
- Dynamic content
- Sales and marketing alignment
- Improved lead scoring

Benefits: Smarter targeting, more efficient workflows, better alignment

**Level 3:
AI-Powered Personalization
(Automated & Scalable)**

- AI auto-generated messaging
- Deep audience understanding
- Seamless sales handoff
- Ongoing optimization

Outcome: Better experiences at scale, faster conversions, stronger engagement

IN 25

The Path To AI-Powered ABM

Three Shifts You Can Make Tomorrow

(because you're here today)

01 Use behavioral signals to prioritize your outreach. Not just who fits the persona — but who's acting like they care.

02 Rebuild your nurture programs as adaptive journeys. Swap out linear flows for modular content based on engagement.

03 Use AI to score leads and content dynamically. Let your system guide you to what matters most.

IN 25

AI isn't the strategy.
It's the unlock.

Please Rate My Session

We hope you enjoyed today's session.
Please head to the INBOUND mobile
app to provide your feedback.
Thank you!

INBOUND

Thank You!

🔗 Learn more about us at:
www.MadisonLogic.com

✉️ Contact me at:
eronco@madisonlogic.com

in Follow me at:
https://www.linkedin.com/in/
elizabeth-ronco/