# ABM for the Modern Marketer

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# What We'll Cover

- **Part 1:** Advanced Audience Building

- **Part 2:** Advanced ABM Campaigns

- **Part 3:** Advanced CRM Integrations

- **Part 4:** Advanced ABM Attribution

- **ABM Coach:** AI-Powered ABM Campaigns

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# Part 1

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**Advanced Audience Building**

# Part 1: Advanced Audience Building

## Traditional ABM

**01**  Account-Level Lists

**02**  Static Audiences

**03**  Basic Firmographics

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# Part 1: Advanced Audience Building

## Traditional ABM → Modern ABM

**Traditional ABM**

**01** Account-Level Lists

**02** Static Audiences

**03** Basic Firmographics

**Modern ABM**

**01** Contact-Level Lists

**02** Dynamic Audiences

**03** High-Quality, Double-Verified Data

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# Contact-Level Lists

Types of contact-level lists:

- Top down lists (intent driven)

    - Bottom up lists (psychographic driven)

    - CRM generated lists (named accounts / contacts)

    - Retargeting lists (website driven)

    - Lifecycle marketing lists (pipeline acceleration / renewals)

# Top Down Example

## Keywords ⓘ

magnesium ✕  ashwagandha ✕
turmeric ✕  melatonin ✕  vitamin C ✕
vitamin D ✕  omega-3 ✕  probiotics ✕
prebiotics ✕  collagen ✕  biotin ✕
hyaluronic acid ✕  valerian root ✕
reishi ✕  lion's mane ✕  cordyceps ✕
chaga ✕  ginger ✕  elderberry ✕
echinacea ✕  L-theanine ✕  rhodiola ✕
maca root ✕  ginseng ✕  calcium ✕
selenium ✕  chromium ✕  niacin ✕
B12 ✕  B6 ✕  folate ✕
L-tryptophan ✕  green tea extract ✕
apple cider vinegar ✕  coQ10 ✕
NAC ✕  glutathione ✕  aloe vera ✕

**Update List**

## Accounts Found 3,184

| Acct Name | Propensity Score |
|---|---|
| Sunny Culture (View Intent) drinksunny.com | N/A |
| Hazlo (View Intent) drinkhazlo.com | N/A |
| Half Past (View Intent) drinkhalfpast.com | N/A |
| Dim Sum House (View Intent) dimsumhousemorrisville.com | N/A |
| Cookies By George (View Intent) cookiesbygeorge.com | N/A |
| Dakota Biotech (View Intent) dakotabiotech.com | N/A |
| Custom Collagen (View Intent) customcollagen.com | N/A |
| Collagen For Her (View Intent) | |

## 1797 Contacts Found

### Sample Contacts: Decision Makers

| First Name | Last Name | Company | Job Title |
|---|---|---|---|
| Aaron | Sorelle | Lucky Beverage Co. | Chief Growth Officer |
| Adam | Brion | Gorgie | Vice President Of Sales |
| Adam | Johnston | Biotic Ferments | Chief Operation Officer |
| Adeel | Imrani | Vijuve | Co Founder & Chief Executive Officer |
| Aicacia | Young | Silver Fern Brand | Chief Scientific Officer |

| | | | |
|---|---|---|---|
| N/A | Small ($1MM-$10MM) | Small (10 - 49 Employees) | |
| N/A | Small ($1MM-$10MM) | Micro (1 - 9 Employees) | |

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# Bottom Up Example



Persona Finder

Required Contact Information ⓘ

Work Email

Industries ⓘ

health care x

Company Size (Employee count)

201-500 ✕

Seniority

CXO ✕

Departments

Finance ✕

**Estimated Contacts Found 1,430**

| First Name | Last Name | Company | Job Title |
|---|---|---|---|
| Andrew | Pernesky | Rural Health Group, Inc. | Chief Financial Officer |
| Benjamin | Menoud | Cic Groupe Santé | Chief Financial Officer Director Of Finance, Invoicing And Insurances |
| Cindy | Cameron | Vnacare | Chief Financial Officer And Vice President Of Finance |

# Retargeting List Example

| ICP Accounts Found | Leads Found | 🎯 Primary Audience | Buying Circles ⓘ |
|---|---|---|---|
| **274** | **2,602** | [Professional Services - Accounting2⤢](#) | **1** |

## Website Visits

🔍 [                    ]     CSV | Excel | **View All Leads**

| Account | Website | ICP Account | Leads | Industry | Employees |
|---|---|---|---|---|---|
| Factset | factset.com | ✅ | 10 | Finance > Portfolio Management & Financial Advice | XXLarge (10,000+ Employees) |
| Hyperproof | hyperproof.io | ✅ | 10 | Software | Medium-Small (50 - 199 Employees) |
| Planet DDS | planetdds.com | ✅ | 10 | Software | Medium (200 - 499 Employees) |
| Pax8 | pax8.com | ✅ | 10 | Software | Large (1,000 - 4,999 Employees) |
| Databricks | databricks.com | ✅ | 10 | Software | XLarge (5,000 - 10,000 Employees) |

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# Dynamic Audiences

- Use natural breakpoints in your campaign to refresh your audience (and your creative)

- Use HubSpot as a list source for dynamic data

- Use recency and frequency of intent to generate in-market lists dynamically
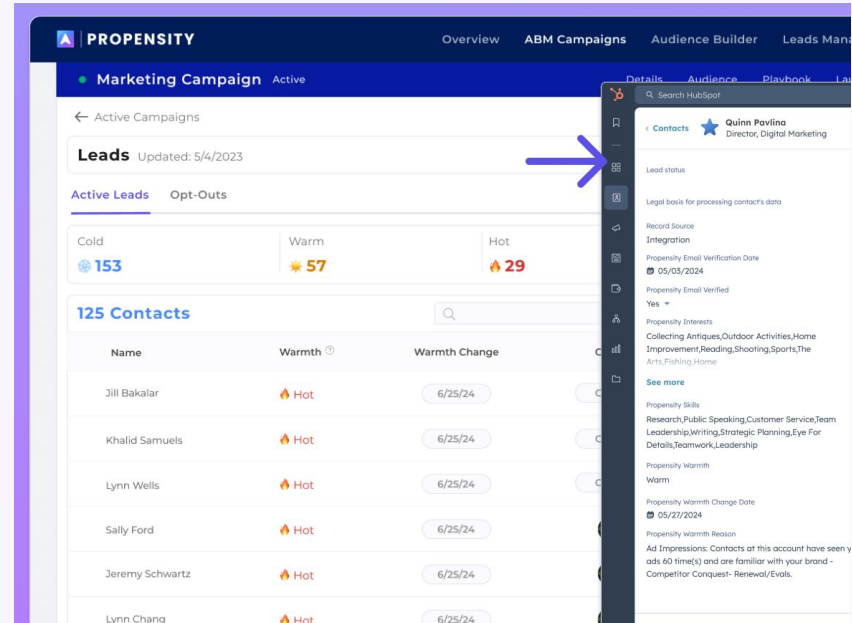
# Dynamically Refresh Audiences

# HubSpot Generated ABM Lists

## Choose Your Hubspot List

Select a HubSpot list below. To ensure data accuracy, only accounts with a 'Website' in your list will be processed.

Audience Name

Contacts in Active Deals

Hubspot List

Next-Generation Campaign - Marketers ⌄

Email Match Type ⓘ

All Emails (All personal, professional, and historic) ⌄

Audience Refresh Schedule ⓘ

Automated Daily Refresh ⌄

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# Recency / Frequency of Intent

| Acct Name | Propensity Score ⓘ | 1st Party Score ⓘ | New | Website |
|---|---|---|---|---|
| Matter Communications, Inc.<br>(View Intent)<br>(View 0 Contacts) | 99 | 85 | ⭐ | matternow.com |
| Northwestern Mutual<br>(View Intent)<br>(View 0 Contacts) | 99 | 99 | ⭐ | northwesternmutual.com |
| Insperity, Inc.<br>(View Intent)<br>(View 0 Contacts) | 99 | 60 | ⭐ | insperity.com |
| Caterpillar<br>(View Intent)<br>(View 0 Contacts) | 99 | 75 | ⭐ | caterpillar.com |
| Air Watch<br>(View Intent)<br>(View 0 Contacts) | 99 | 99 | ⭐ | vmware.com |
| Teradata<br>(View Intent)<br>(View 0 Contacts) | 99 | 99 | ⭐ | teradata.com |

# High-Quality, Double-Verified Data

- Double-verify each contact for email deliverability and employment verification

- Hand off hot leads with verified emails to sales inside HubSpot

- Add to sequences and start selling!



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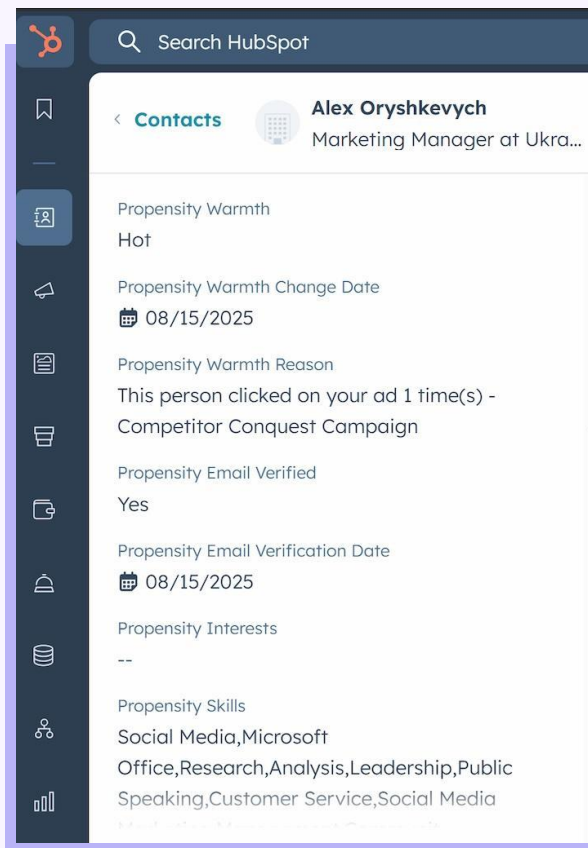
# Part 2

Advanced ABM Campaigns

# Part 2: Advanced ABM Campaigns

## Traditional ABM

**01** Account-Level Advertising

**02** Limited Channels

**03** Account-Level Scoring

# Part 2: Advanced ABM Campaigns

## Traditional ABM ➡️ Modern ABM

**01** Account-Level Advertising

**02** Limited Channels

**03** Account-Level Scoring

**01** Contact-Level Advertising

**02** Full Omnichannel Campaigns

**03** Contact-Level Scoring

# Contact-Level Advertising

- Deliver personalized ads at the contact level across every channel

- Reduce CPL by focusing spend on contacts, not accounts

Americu Credit Union
(View Intent)
(View 5 Contacts)

Ameri Health Caritas
(View Intent)
(View 24 Contacts)

Amgen Inc.
(View Intent)
(View 24 Contacts)

Ams Industries Inc
(View Intent)
(View 1 Contacts)

Angi
(View Intent)
(View 42 Contacts)

## americu.org Contacts (5)

Below are the contacts associated with this account for this audience.

Excel   CSV

| Buying Circle(s) | First Name | Last Name | Job Title |
|---|---|---|---|
| Marketers | Matthew | | Marketing Ass |
| Marketers | Matt | | Marketing And |
| Marketers | Emily | | Digital Market |
| Marketers | Jenny | | Digital Market |
| Marketers | Steve | | Chief Marketin |

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# Personalized Advertising

| Play Name | Channel | Run Date | Buying Circle |
|-----------|---------|----------|---------------|
| Google Video Ad | Google Video Ad | 01/06/25 - 02/04/25 | Boston Celtics Fans + |
| Facebook Ad | Facebook Ad | 01/06/25 - 02/04/25 | Marketers + |
| Programmatic Ad | Programmatic Display Ad | 01/06/25 - 02/04/25 | Marketing Operations + |
| LinkedIn Ad | LinkedIn Ad | 01/06/25 - 02/04/25 | Indiana Pacers Fans + |
| Programmatic CTV Ad | Programmatic CTV Ad | 01/06/25 - 02/04/25 | Marketers, Rev Ops + |
| Programmatic Audio Ad | Programmatic Audio Ad | 01/06/25 - 02/04/25 | Marketers, Sales Ops + |
| Google Display Ad | Google Display Ad | 01/06/25 - 02/04/25 | Marketers + |
| Programmatic Video Ad | Programmatic Video Ad | 01/06/25 - 02/04/25 | Marketers + |

# Reduced CPL

| Campaign Name | Cohort | Status | Run Date | Accounts Targeted | Contacts Targeted | Discount | Total Cost To Date | Budgeted Total Cost | Total Pacing |
|---|---|---|---|---|---|---|---|---|---|
| Competitor conquest | 8 | Active | July 18, 2025 - August 25, 2025 | 3,140 | 29,758 | $-102 | $17,421 | $12,820 | $42,113 |
| Professional Services - Accounting2 | 1 | Active | July 28, 2025 - August 27, 2025 | 199 | 438 | $-160 | $451 | $5,742 | $671 |
| Professional Services - Consulting | 1 | Active | July 25, 2025 - August 30, 2025 | 1,049 | 3,208 | $-924 | $1,461 | $7,058 | $3,831 |
| Professional Services - Finance | 1 | Active | July 25, 2025 - August 30, 2025 | 399 | 1,073 | $-311 | $672 | $4,573 | $1,694 |
| Professional Services - HR | 1 | Active | July 25, 2025 - August 30, 2025 | 347 | 1,227 | $-354 | $559 | $6,165 | $1,168 |
| Competitor conquest | 6 | Ended | April 16, 2025 - May 15, 2025 | 240 | 2,416 | $-450 | $2,254 | $2,071 | $2,255 |
| Competitor conquest | 7 | Ended | May 21, 2025 - July 18, 2025 | 3,143 | 29,768 | $-161 | $27,205 | $18,890 | $27,205 |
| Competitor conquest - Oct 2024 | 1 | Ended | October 11, 2024 - October 14, 2024 | 486 | 3,645 | $-589 | $1,338 | $3,670 | $1,338 |
| Competitor conquest - Oct 2024 | 2 | Ended | October 16, 2024 - December 10, 2024 | 582 | 12,378 | $-1,758 | $5,899 | $2,698 | $5,899 |
| Competitor conquest - Oct 2024 | 3 | Ended | December 19, 2024 - January 19, 2025 | 875 | 20,404 | $-2,276 | $7,301 | $7,959 | $7,301 |
| Competitor conquest - Oct 2024 | 4 | Ended | March 11, 2025 - April 14, 2025 | 10 | 666 | $-192 | $0 | $-192 | $-9 |
| Inbound24 Agency Attendees | 1 | Ended | June 20, 2024 - July 17, 2024 | 476 | 651 | $0 | $1,073 | $1,000 | $1,073 |
| Marketers by Name - Jennifer | 1 | Ended | January 31, 2025 - March 9, 2025 | 5,241 | 4,240 | $-1,355 | $857 | $3,686 | $857 |

# Full Omnichannel Campaigns

Potential Channels

- Essential
  - Marketing Emails
  - Facebook / Instagram
  - LinkedIn
  - Programmatic Display
- Advanced
  - Reddit
  - Direct Mail
  - CTV / Audio / OTT Video
  - YouTube
  - Google Video

**Propensity Marketing Data By Account** ⓘ

| COMPANY NAME | PROPENSITY CHANNEL | PROPENSITY ENGAGEMENT TYPE | (SUM) PROPENSITY ENGAGEMENT QUANTITY ⓘ |
|---|---|---|---|
| 10vpn hosting | facebook | clicks | 46 |
| armanino | programmatic display ad | clicks | 16 |
| teradata | programmatic display ad | clicks | 11 |
| horizon next | linkedin | clicks | 8 |
| bazaarvoice | programmatic | clicks | 6 |
| mckesson | programmatic display ad | clicks | 6 |

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# Contact-Level Channels

| Play Name | Channel | Run Date | Bu |
|-----------|---------|----------|-----|
| Switching ABM vendor | 📬 Direct Mail | 03/14/25 - 03/16/25 | Ma |
| Exploring - Propensity vs | 📹 Programmatic Video Ad | 03/13/25 - 04/15/25 | Ma |
| Switching | 🔗 LinkedIn Ad | 03/13/25 - 04/15/25 | Ma |
| Exploring - Propensity vs - Switching | 🔺 Google Display Ad | 03/13/25 - 04/13/25 | Ma |
| Exploring - Propensity vs - Switching | 📍 Programmatic Display Ad | 03/13/25 - 04/13/25 | Ma |
| Exploring - Propensity Vs. - switching | ⓕ Facebook Ad | 03/13/25 - 04/12/25 | Ma |
| 5 Reasons | ⓕ Facebook Ad | 03/13/25 - 04/12/25 | Ma |
| 5 Reasons | ⓕ Facebook Carousel Ad | 03/13/25 - 04/12/25 | Ma |
| Propensity vs | ⓕ Facebook Carousel Ad | 03/13/25 - 04/12/25 | Ma |
| Audio Ad | 🔊 Programmatic Audio Ad | 03/13/25 - 04/06/25 | Marketers |

Direct Mail
Facebook Ad
Facebook Carousel Ad
Facebook Video Ad
Google Display Ad
Google HTML5 Ad
Google Video Ad
LinkedIn Ad
LinkedIn Carousel Ad
LinkedIn Video Ad
Marketing Email
Programmatic Audio Ad
Programmatic CTV Ad
Programmatic Display Ad
Programmatic HTML5 Ad
Programmatic Video Ad
Reddit Ad
Reddit Carousel Ad
**Reddit Video Ad**

Start Date

End Date

06 / 04 / 2025

07 / 04 / 2025

Cancel     **Save**

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# Contact-Level Scoring

- Score individual contacts based on behavior, intent, and fit

- Prioritize outreach to the warmest, most engaged prospects

- Help sales focus on the contact most likely to convert



**Sarah Smith**

**Hot**
- Ad Clicks: This contact clicked on your ads 2 times

**Warm**
- Ad Impressions: This contact has seen your ads 4 times and are familiar with your brand

**Cold**
- This contact has been added to your campaign

Leads | Updated

Active Leads | Opt-Outs

| Cold | Warm | Hot | Claim |
|------|------|-----|-------|
| 191 | 329 | 149 | 12 |

| Name | CRM Link | Warmth |
|------|----------|--------|
| Sarah Smith | 🔗 | 🔥 Hot |
| Matthew Goubar | 🔗 | 🔥 Hot |

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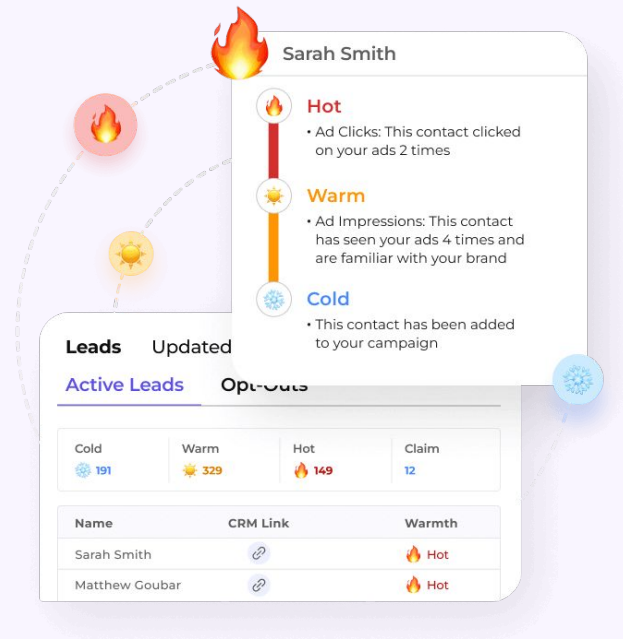
# Contact-Level Scoring

**Contact Activity History**

🔍

CSV | Excel

| Activity Type | Activity Date ⇅ | Activity Level ⇅ | Domain |
|---|---|---|---|
| Programmatic Ad Impression | 06-01-25 17:24 | Contact | quickcountry.com |
| Programmatic Ad Impression | 06-01-25 17:24 | Contact | quickcountry.com |
| Programmatic Ad Impression | 06-01-25 17:23 | Contact | krocnews.com |
| Programmatic Ad Impression | 06-01-25 17:22 | Contact | krocnews.com |
| Programmatic Ad Impression | 06-01-25 17:22 | Contact | krocnews.com |
| Programmatic Ad Impression | 06-01-25 17:22 | Contact | krocnews.com |

| Cold | Warm | Hot | Claimed |
|---|---|---|---|
| ❄ 841 | 🏅 3,336 | 🔥 271 | 1 |

## 4,448 Active Leads

Search 🔍   All Owners ⌄   All Warmth ⌄   All Engagement ⌄

| | Name ⇅ | CRM Link ⓘ | Warmth ⓘ ⇅ | Warmth Change ⇅ | Last Engagement |
|---|---|---|---|---|---|
| ○ | Katherine | | 🔥 Hot | 06/01/2025 | 06/02/2025 |
| ○ | Olga | | 🔥 Hot | 04/03/2025 | 06/02/2025 |
| ○ | Paul | | 🔥 Hot | 04/03/2025 | 06/02/2025 |
| ○ | Scott | | 🔥 Hot | 04/03/2025 | 06/02/2025 |
| ○ | Emily | No Email | 🔥 Hot | 04/03/2025 | 06/02/2025 |
| ○ | Gianna | No Email | 🔥 Hot | 04/03/2025 | 06/02/2025 |

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# Part 3

Advanced CRM Integrations

# Part 3: Advanced CRM Integrations

## Traditional ABM

**01**   Siloed Sales / Marketing Tools

**02**   Limited ABM Data in CRM

**03**   Manual Sales Handoff

# Part 3: Advanced CRM Integrations

## Traditional ABM → Modern ABM

**Traditional ABM**

**01** Siloed Sales / Marketing Tools

**02** Limited ABM Data in CRM

**03** Manual Sales Handoff

**Modern ABM**

**01** Fully Integrated ABM Engine

**02** Every ABM Data Point Syncs to CRM

**03** Automated Sales Alerts and Sync

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# Fully Integrated ABM Engine

- HubSpot is the centerpiece of the ABM Engine

- ABM data should seamlessly flow into HubSpot

- Bidirectional syncing allows HubSpot to be used as a CRM and a data source for your ABM campaigns

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# Fully Integrated ABM Engine
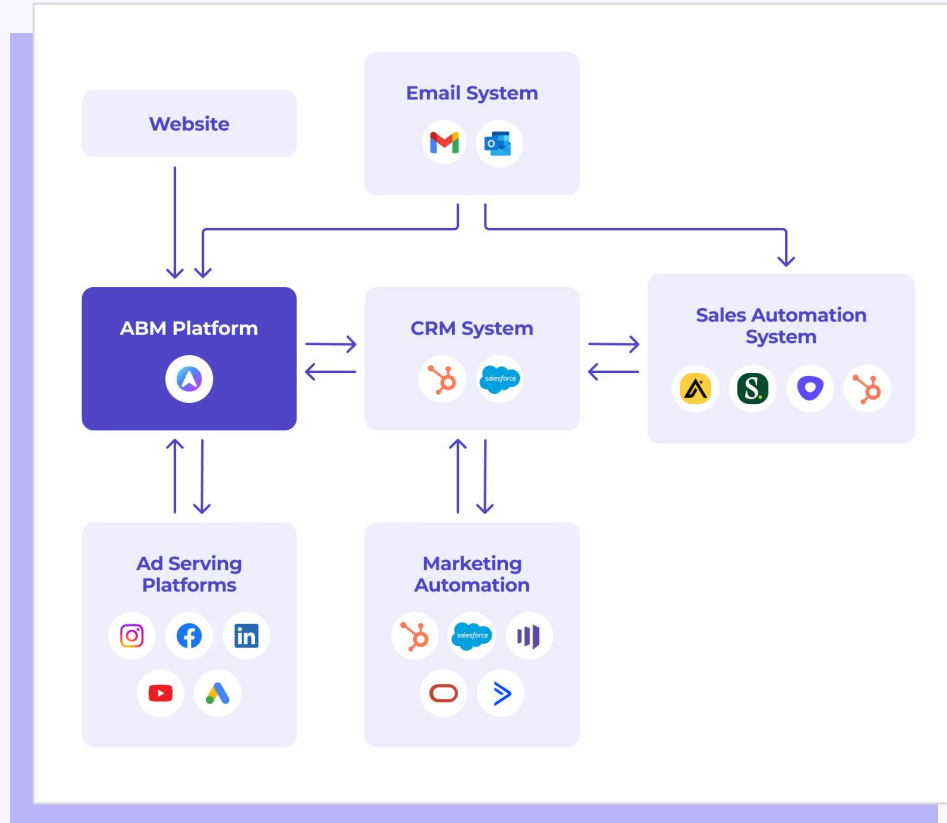
# Every ABM Data Point Syncs to CRM

- Push accounts, contacts, impressions, clicks, and website visits directly into HubSpot

- Keep sales in the CRM, don't make them go to another tool

- Customize reporting in HubSpot, no need to go elsewhere

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# ABM Data in HubSpot

# Automated Sales Alerts and Sync

- Instantly notify sales when high-intent activity happens

- Choose to sync only validated contacts with accurate, up-to-date details

- Deliver sales a clean, actionable pipeline every time
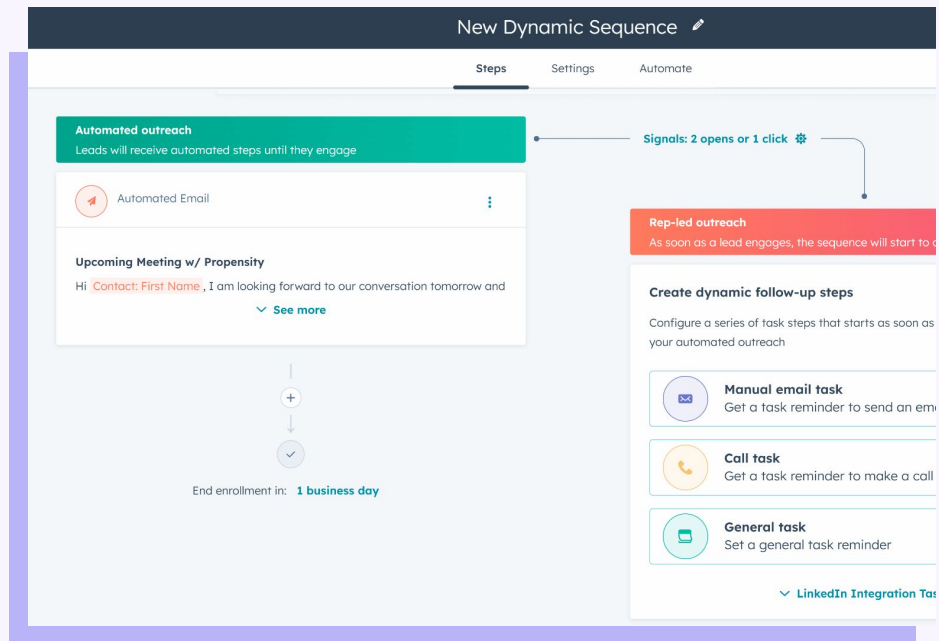
# Sales Alerts Outside of HubSpot

**Add an Alert to Notify Your Team**

Send alerts to notify your Sales Team when a contact becomes hot or visits your website.

## Alerts

| Alert Target | Alert Criteria | Alert Description |
|---|---|---|
| S Salesloft | Lead Becomes Hot (Account Centric Scoring) | Sending Lead Becomes Hot (Account Centric Scoring) alerts to |
| S Salesloft | Website Visit | Sending Website Visit alerts to SalesLoft |
| S Salesloft | Website Visit | Sending Website Visit alerts to SalesLoft |
| Slack | Website Visit | Sending Website Visit alerts to Slack Channel - abm-alerts |
| Slack | Website Visit | Not Connected To Slack Channel |
| Email | Website Visit | Sending Website Visit alerts to - spencer@propensity.com,carla |
| Email | Lead Becomes Hot (Account Centric Scoring) | Sending Lead Becomes Hot (Account Centric Scoring) alerts to spencer@propensity.com,carla@propensity.com |
| Email | Website Visit | Sending Website Visit alerts to - |

## Add Alert

Cancel    Save

**Alert Target**

Webhook ⌄

**Alert Trigger**
Select the type of alert you want to receive below.

Select an alert trigger ⌄

Select an alert trigger
Website Visit
Lead Becomes Hot (Account Centric Scoring)
Lead Becomes Hot (Contact Centric Scoring)

**Alert Status**

Off

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# Part 4

Advanced ABM Attribution

# Part 3: Advanced ABM Attribution

## Traditional ABM

**01**  Limited HubSpot-Level Reporting

**02**  Account-Level Attribution

**03**  No Pipeline Attribution

# Part 3: Advanced ABM Attribution

## Traditional ABM → Modern ABM

### Traditional ABM

**01** Limited HubSpot-Level Reporting

**02** Account-Level Attribution

**03** No Pipeline Attribution

### Modern ABM

**01** Advanced HubSpot-Level Reporting

**02** Contact-Level Attribution

**03** Full Pipeline Attribution Reporting in CRM

# Advanced HubSpot-Level Reporting

Common HubSpot Reports:

- Hot leads with ad clicks in the last 30 days

- ABM Influenced Deals YTD

- Contacts who visited the pricing page on website

- High intent accounts

- Most engaged contacts
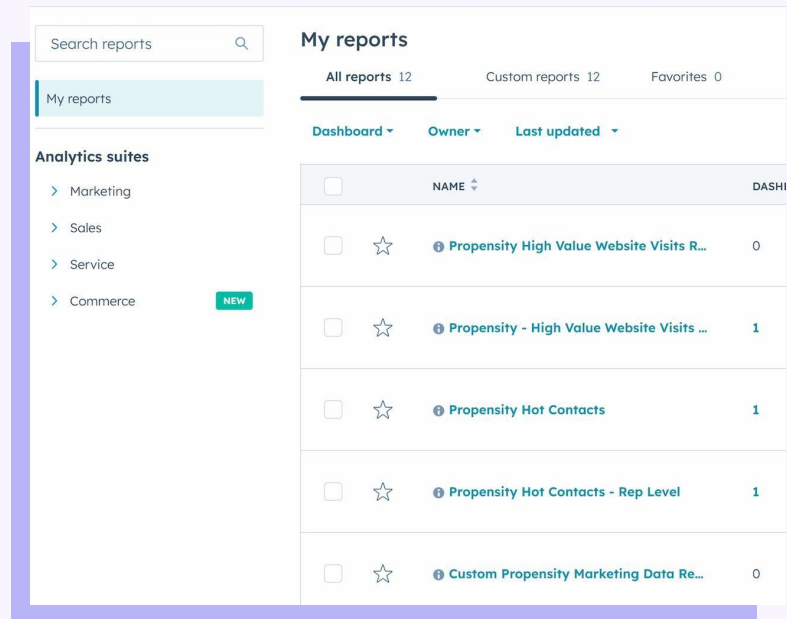
# Customize ABM Reporting in HubSpot

# Contact-Level Attribution

- Tie ad clicks, website visits, and conversions to specific people

- Access minute-by-minute timelines for each contact

- Deliver clean actionable data to your sales team directly in your CRM

# Contact-Level Engagement Data

# Hot Leads Report in HubSpot

## Propensity Hot Contacts ⓘ

| COMPANY NAME | FIRST NAME | LAST NAME | EMAIL | PROPENSITY WARMTH | PROPENSITY WARMTH REASON |
|---|---|---|---|---|---|
| Truefoundry | Nikunj | Bajaj | nikunj@truefoundry.com | Hot | LinkedIn Impressions: 5 Contacts at this account have se |
| Sprinklr | Nahulan | Buell | nahulan.buell@sprinklr.com | Hot | Ad Impressions: This person saw your ads 8 time(s) - Com |
| BetterUp | Shabana | Syed | shabana.syed@betterup.co | Hot | Website Visit: Contacts from this account have visited you |
| Jacobs Engineering Group Inc. | Rochelle | Kimball | rochelle.kimball@jacobs.com | Hot | Website Visit: Contacts from this account have visited you |
| Clarify Capital | Breigh | Mcknight | bmcknight@clari.com | Hot | Ad Impressions: This person saw your ads 5 time(s) - Com |
| Rapid7 | Alison | Tinner | alison_tinner@rapid7.com | Hot | Ad Impressions: 4 Contacts at this account have seen you |
| Abnormal Security | Nhien | Le | nhien.le@abnormalsecurity.com | Hot | Website Visit: Contacts from this account have visited you |

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# Full Pipeline Attribution Reporting in CRM
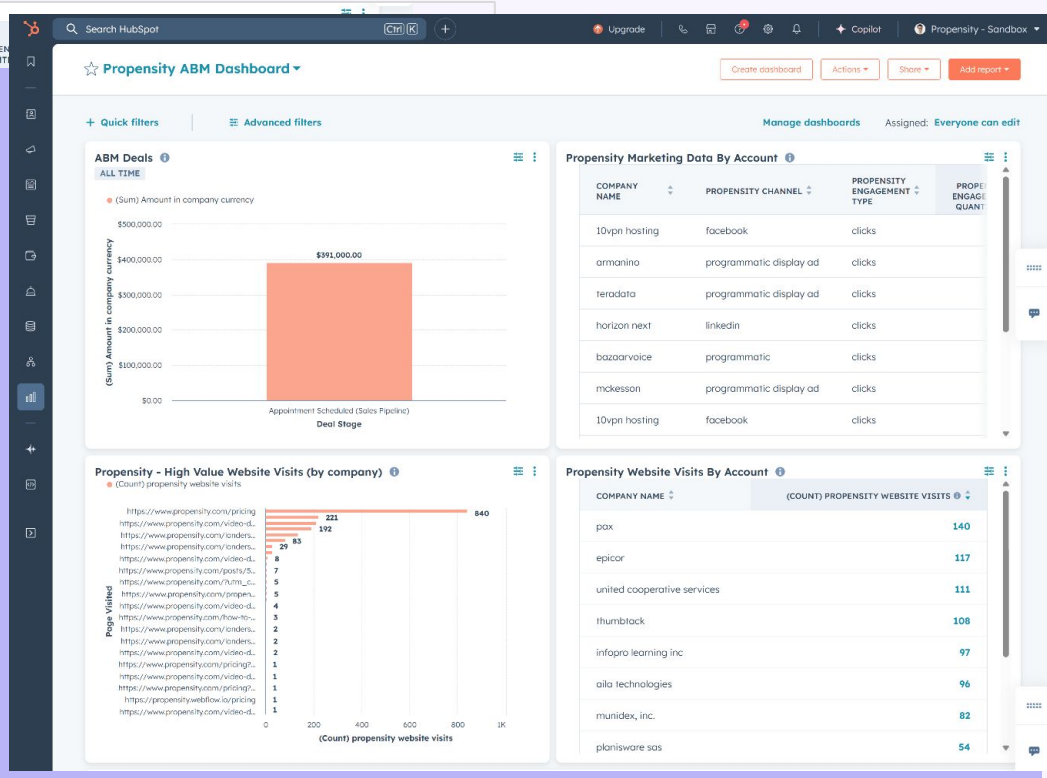
With all ABM data in HubSpot...

- See exactly how each campaign, channel, and play influenced pipeline

- Measure performance from first touch to closed-won

- Give marketing the credit they deserve and sales the context they need



**ABM Deals** ⓘ

ALL TIME

● (Sum) Amount in company currency

$500,000.00

$400,000.00

$300,000.00

$200,000.00

$100,000.00

$0.00

(Sum) Amount in company currency

$391,000.00

Appointment Scheduled (Sales Pipeline)

**Deal Stage**

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# Full Pipeline Attribution Reporting in CRM
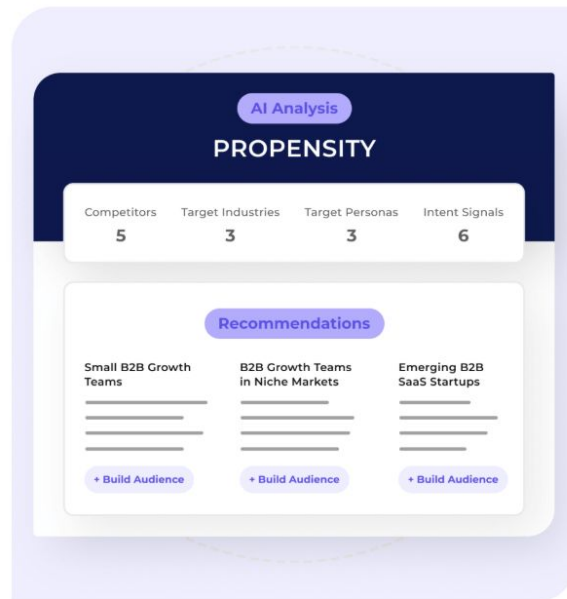
# ABM Coach

AI-Powered Campaigns

# ABM Coach

## Identify untapped market gaps and target them with the power of AI.

Simply enter your URL and the ABM Coach will uncover your biggest market opportunities and build ABM campaigns with a target audience, tailored to your product or service

| yourcompany.com | **Search** |

Powered by Propensity AI



AI Analysis

## PROPENSITY

| Competitors | Target Industries | Target Personas | Intent Signals |
|---|---|---|---|
| 5 | 3 | 3 | 6 |

**Recommendations**

**Small B2B Growth Teams**

**B2B Growth Teams in Niche Markets**

**Emerging B2B SaaS Startups**

+ Build Audience    + Build Audience    + Build Audience

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# PROPENSITY

Propensity offers an account-based marketing (ABM) platform that enables B2B companies to run omnichannel ABM campaigns with contact-level attribution, helping identify high-intent leads and deliver them directly to sales teams.

| Competitors | Target Industries | Target Personas | Intent Signals |
|:---:|:---:|:---:|:---:|
| **5** | **3** | **3** | **7** |

Recommendations

## ABM Messaging

### B2B Marketing Teams

Enable B2B marketing teams to build trust and guide potential customers through the decision-making process with personalized, omnichannel ABM campaigns.

| | |
|---|---:|
| Accounts | 389 |
| Contacts | 3,890 |
| Impressions | 500,142 |
| Clicks | 500 (400 to 600) |
| Sales Responses | 116 (38 to 194) |
| Opps Created | 30 (10 to 49) |
| Opps Won | 8 (3 to 13) |
| | |
| Total Cost | $4,829.14 |

+ Build Audience

### B2B Companies in Competitive Markets

Equip B2B companies to identify and engage accounts researching competitors, ensuring inclusion in their evaluation process through targeted ABM strategies.

| | |
|---|---:|
| Accounts | 280 |
| Contacts | 2,800 |
| Impressions | 360,000 |
| Clicks | 360 (288 to 431) |
| Sales Responses | 84 (28 to 140) |
| Opps Created | 21 (7 to 35) |
| Opps Won | 6 (2 to 9) |
| | |
| Total Cost | $3,490.00 |

+ Build Audience

### Emerging Tech Startups in FinTech

Empower your FinTech startup's growth with precise, contact-level intent insights tailored for emerging tech innovators.

| | |
|---|---:|
| Accounts | 186 |
| Contacts | 1,860 |
| Impressions | 239,142 |
| Clicks | 239 (191 to 286) |
| Sales Responses | 55 (18 to 93) |
| Opps Created | 14 (5 to 24) |
| Opps Won | 4 (2 to 6) |
| | |
| Total Cost | $2,335.14 |

+ Build Audience

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Q & A

# Thank You!

Visit Booth #4 for an ABM analysis and a personalized demo.

# Please Rate My Session

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