

The background features several abstract, rounded geometric shapes in shades of orange, red, and teal. These shapes are positioned around the central text, creating a modern and professional aesthetic. The shapes vary in size and orientation, some appearing as partial circles or squares.

ABM for the Modern Marketer

Sumner Vanderhoof
CEO + Co-Founder, Propensity

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

Part 1

Advanced Audience Building

Part 1: Advanced Audience Building

Traditional ABM

- 01** Account-Level Lists
- 02** Static Audiences
- 03** Basic Firmographics

Part 1: Advanced Audience Building

Traditional ABM



Modern ABM

01 Account-Level Lists

02 Static Audiences

03 Basic Firmographics

01 Contact-Level Lists

02 Dynamic Audiences

03 High-Quality, Double-Verified Data

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

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)

Bottom Up Example

Persona Finder

Required Contact Information ⓘ

Work Email ▾

Industries ⓘ

health care x

Company Size (Employee count)

201-500 x

Seniority

CXO x

Departments

Finance x

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

274

Leads Found

2,602

Primary Audience

Professional Services - Accounting2

Buying Circles ⓘ

1

Website Visits

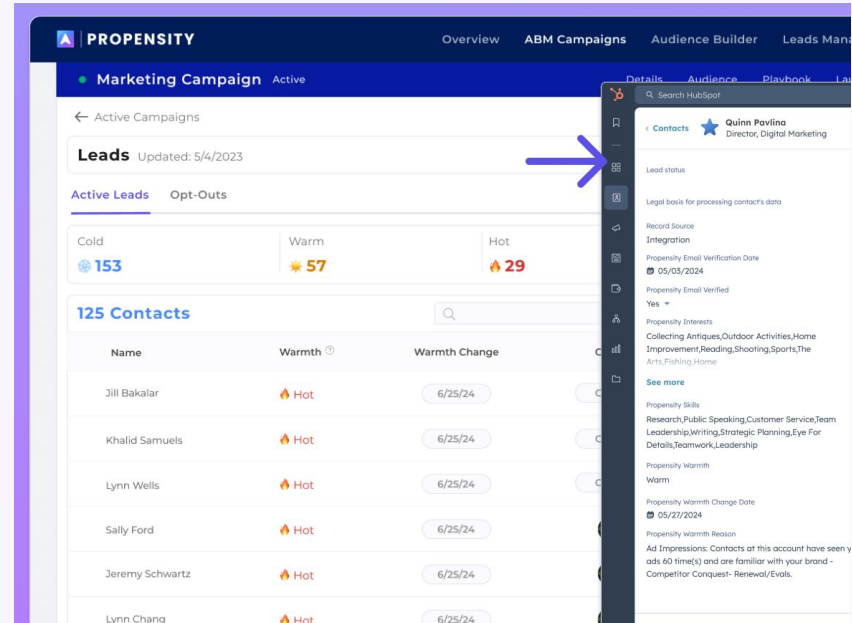
CSV | Excel

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)

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

● Competitor conquest

Cohort 8 ▼

DetailsAudiencePlaybookLaunchLeadsAnalytics

Account ListBuying Circle

Buying Circles

3

Total Contacts

29,758

Competitor conquest

Cohort 9Future Cohort

Cohort 807/18/25 - 08/25/25

Cohort 705/21/25 - 07/18/25

Cohort 604/16/25 - 05/15/25

Cohort 512/31/69 - 04/16/25

Cohort 403/11/25 - 04/14/25

Cohort 312/19/24 - 01/19/25

Cohort 210/16/24 - 12/10/24

Cohort 110/11/24 - 10/14/24

Top Intent Signal

N/A

Top Industry

Software

Account List Refresh

05/21/25

counts)

Search

Filter Signal

Edit

...

1st Party Score ⓘ

New

Website

Buying Circle Totals

	Acct Name				
	Lead Iq (View Intent) (View 6 Contacts)	N/A	0	leadIQ.com	Rev Ops, GTM, Growth: 4 Founders: 1...
	Charge.Com Payment Solutions, Inc. (View Intent) (View 0 Contacts)	N/A	0	charge.com	Founders: 0 Marketers: 0...
	Mule Soft (View Intent) (View 22 Contacts)	N/A	0	mulesoft.com	Rev Ops, GTM, Growth: 1 Founders: 1...
	Asana (View Intent) (View 55 Contacts)	N/A	0	asana.com	Rev Ops, GTM, Growth: 30 Founders: 5...

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 ⓘ

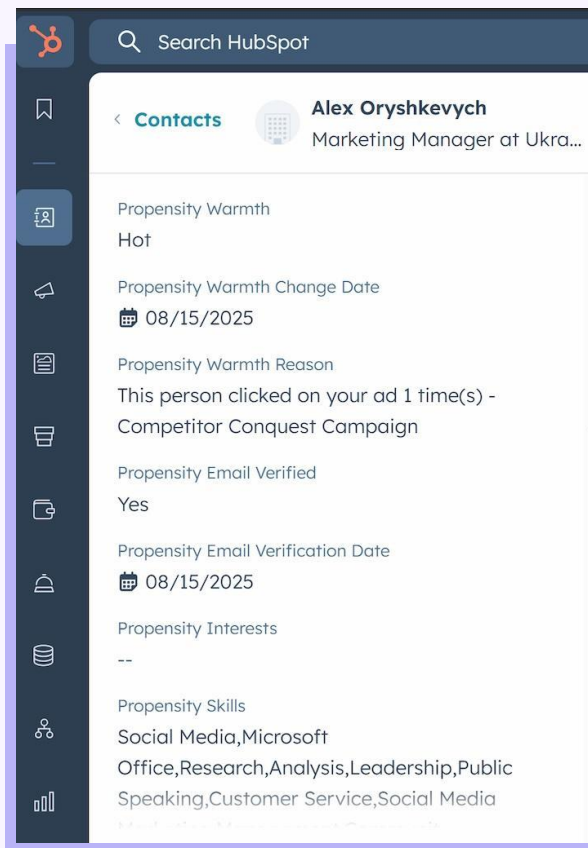
Automated Daily Refresh

Recency / Frequency of Intent

Acct Name	Propensity Score	1st Party Score	New	Website
Matter Communications, Inc. (View Intent) (View 0 Contacts)	99	85	★	matternow.com
Northwestern Mutual (View Intent) (View 0 Contacts)	99	99	★	northwesternmutual.com
Insperty, Inc. (View Intent) (View 0 Contacts)	99	60	★	insperity.com
Caterpillar (View Intent) (View 0 Contacts)	99	75	★	caterpillar.com
Air Watch (View Intent) (View 0 Contacts)	99	99	★	vmware.com
Teradata (View Intent) (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!



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 Marketi

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

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

Contact-Level Channels

Play Name	Channel	Run Date	Budget
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

20

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

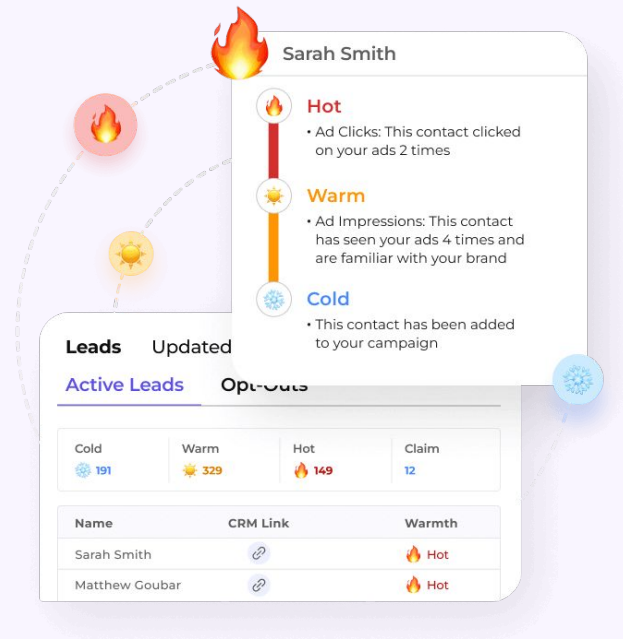
07 / 04 / 2025

Cancel

Save

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



Contact-Level Scoring

Contact Activity History

CSVExcel

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
❄️ 841

Warm
🌞 3,336

Hot
🔥 271

Claimed
1

4,448 Active Leads

Search

Q

All Owners

All Warmth

All Engagement

	Name	CRM Link	Warmth	Warmth Change	Last Engagement
<input type="radio"/>	Katherine		🔥 Hot	06/01/2025	06/02/2025
<input type="radio"/>	Olga		🔥 Hot	04/03/2025	06/02/2025
<input type="radio"/>	Paul		🔥 Hot	04/03/2025	06/02/2025
<input type="radio"/>	Scott		🔥 Hot	04/03/2025	06/02/2025
<input type="radio"/>	Emily	No Email	🔥 Hot	04/03/2025	06/02/2025
<input type="radio"/>	Gianna	No Email	🔥 Hot	04/03/2025	06/02/2025

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

01 Siloed Sales / Marketing Tools

02 Limited ABM Data in CRM

03 Manual Sales Handoff

01 Fully Integrated ABM Engine

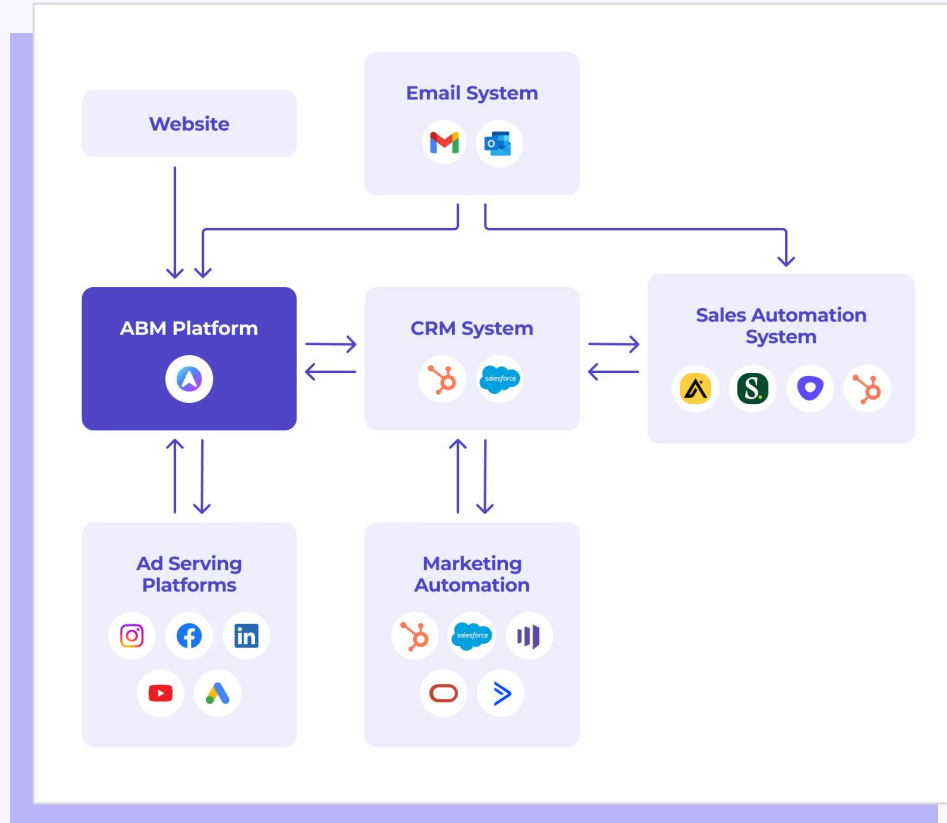
02 Every ABM Data Point Syncs to CRM

03 Automated Sales Alerts and Sync

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

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

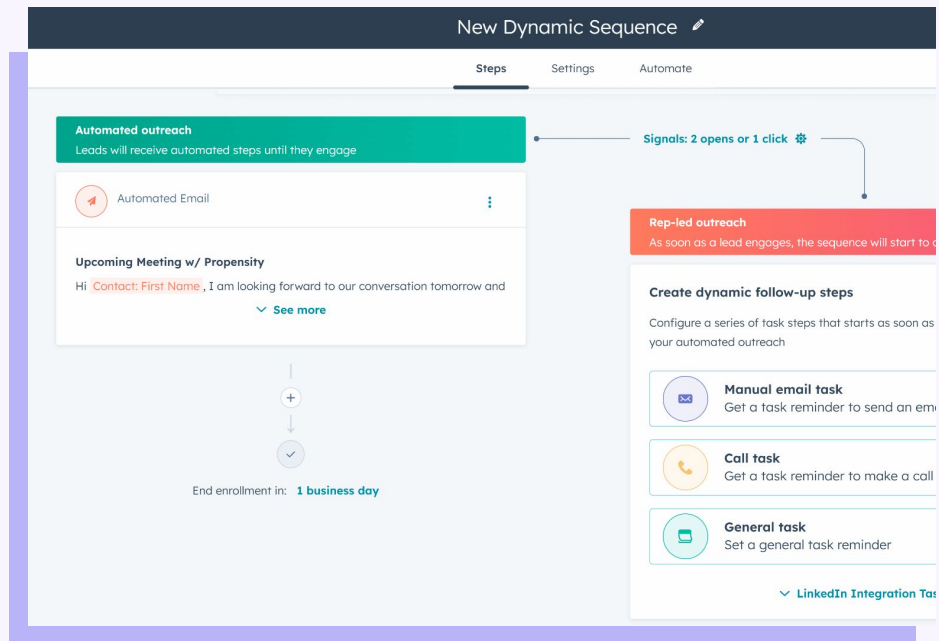
ABM Data in HubSpot

The screenshot displays the HubSpot CRM interface for a company named "Snyc" (snyk.io). The interface is divided into several sections:

- Left Sidebar:** Contains navigation icons and a section titled "About this company" with details such as "Company domain name: snyk.io", "Number of employees: --", "Industry: --", "Type: --", "City: --", "Company owner: No owner", and "State/Region: tokyo".
- Top Bar:** Includes a search bar, a "Search HubSpot" button, and a "Propensity - Sandbox" dropdown menu.
- Main Content Area:** Features a "Propensity" tab with a "Property list" table. The table has three columns: "Propensity Account", "Propensity Account Warmth", and "Propensity Account Warmth Cha...". The data rows show various metrics like "Ad Impressions", "Competitor conquest", "Propensity Employee Count", "Propensity Score", "Propensity Website Visit Score", and "Propensity Account Last Updated".
- Right Sidebar:** Contains a "Contacts (1)" section with a "+ Add" button, a "Propensity Account Summary (0)" section with a warning icon, and a "Propensity Marketing Data (8)" section with a "+ Add" button. The marketing data section lists three entries for "programmatic-2025-07-05 00:00:00 UTC-snykio-impressions", each with engagement type, quantity, and date.









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.

Alert Target	Alert Criteria	Alert Description
 Salesloft	Lead Becomes Hot (Account Centric Scoring)	Sending Lead Becomes Hot (Account Centric Scoring) alerts to
 Salesloft	Website Visit	Sending Website Visit alerts to SalesLoft
 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@propensity.com
 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

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

01 Limited HubSpot-Level Reporting

02 Account-Level Attribution

03 No Pipeline Attribution

01 Advanced HubSpot-Level Reporting

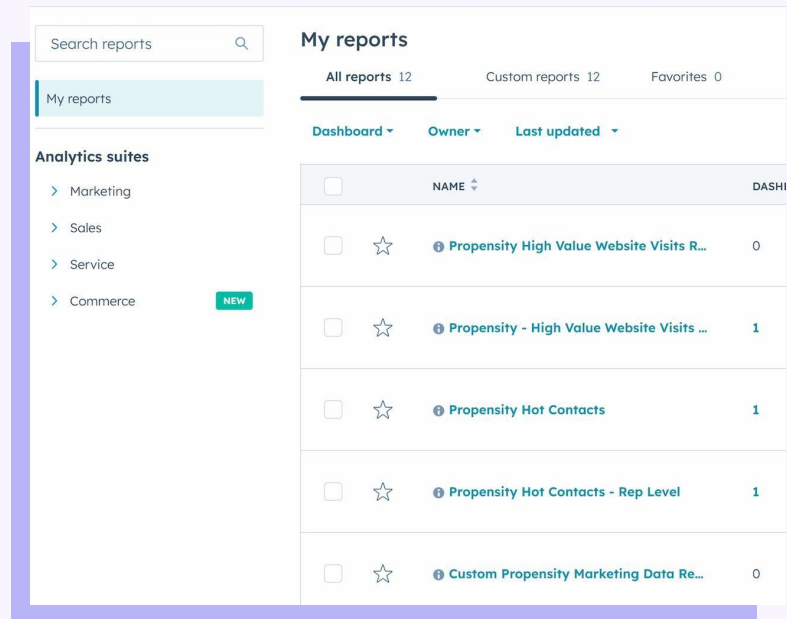
02 Contact-Level Attribution

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

View and filter report

1,770

(Count) propensity website visits

Page Visited

(Count) propensity website visits

Update existing report Save as new report Customize Cancel

Data is from 2 minutes ago. Refresh

Filters

Include data if it matches:

ALL of the filters below

- Propensity Website Visits
Visit Date is more than 90 days ago
- Propensity Website Visits
Page Visited contains any of pricing, demo, or trial

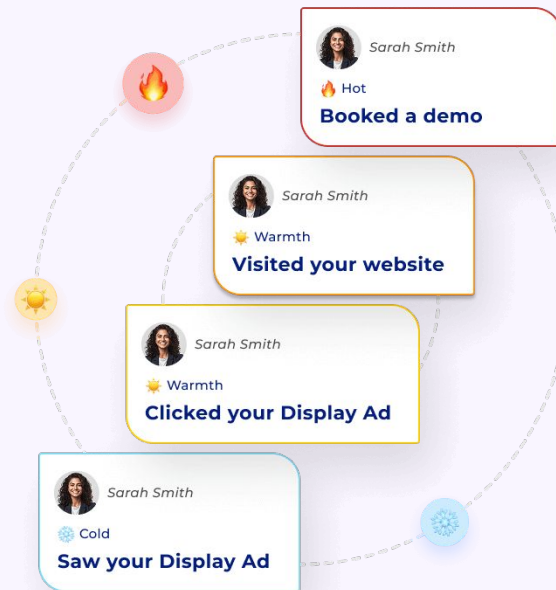
and

Inactive filters

- Propensity Website Visits
Browser
click to apply filter
- Propensity Website Visits
Device
click to apply filter
- Propensity Website Visits
Page Visited
click to apply filter

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

Overview

Campaigns

Audience

Reporting

Live Chat

Privacy Marketing

Inbound

Cohort 1

Details

Audience

Playbook

Launch

Leads

Analytics

Leads

Updated: 04/30/2025

Active Leads

Opt-Outs

Cold

6,757

Warm

2,255

Hot

33

Clair

4

9,064 Active Leads

Search

All Owners

All War

	Name	CRM Link	Warmth	Warmth Change	L
	Clair Dunning		Hot	04/20/2025	
	Therese Vaughan		Hot	04/15/2025	
	Alisa Harris		Hot	04/25/2025	
	Isabel Perez		Hot	04/27/2025	
	Madison Carter		Hot	04/23/2025	
	Caroline O'Brien		Hot	04/23/2025	
	Rebekah Sullivan		Hot	04/15/2025	

Search

CSV

Excel

Activity Type	Activity Date	Activity Level	Domain
Programmatic Ad Impression	04-21-25 03:11	Contact	textnow.co
Programmatic Ad Impression	04-20-25 20:22	Contact	meetup.co
Programmatic Ad Impression	04-20-25 20:22	Contact	meetup.co
Programmatic Ad Impression	04-20-25 15:58	Contact	1188.lv
Programmatic Ad Impression	04-20-25 14:35	Contact	mobilepos
Programmatic Ad Impression	04-20-25 12:35	Contact	mobilepos

Search

CSV

Excel

Activity Type	Activity Date	Activity Level	Domain
Programmatic Ad Impression	04-21-25 03:11	Contact	textnow.co
Programmatic Ad Impression	04-20-25 20:22	Contact	meetup.co
Programmatic Ad Impression	04-20-25 20:22	Contact	meetup.co
Programmatic Ad Impression	04-20-25 15:58	Contact	1188.lv
Programmatic Ad Impression	04-20-25 14:35	Contact	mobilepos
Programmatic Ad Impression	04-20-25 12:35	Contact	mobilepos

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 seen your ads
Sprinklr	Nahulan	Buell	nahulan.buell@sprinklr.com	Hot	Ad Impressions: This person saw your ads 8 time(s) - Company
BetterUp	Shabana	Syed	shabana.syed@betterup.co	Hot	Website Visit: Contacts from this account have visited your website
Jacobs Engineering Group Inc.	Rochelle	Kimball	rochelle.kimball@jacobs.com	Hot	Website Visit: Contacts from this account have visited your website
Clarify Capital	Breigh	Mcknight	bmcknight@clari.com	Hot	Ad Impressions: This person saw your ads 5 time(s) - Company
Rapid7	Alison	Tinner	alison_tinner@rapid7.com	Hot	Ad Impressions: 4 Contacts at this account have seen your ads
Abnormal Security	Nhien	Le	nhien.le@abnormalsecurity.com	Hot	Website Visit: Contacts from this account have visited your website

Full Pipeline Attribution Reporting in CRM

With all ABM data in HubSpot...

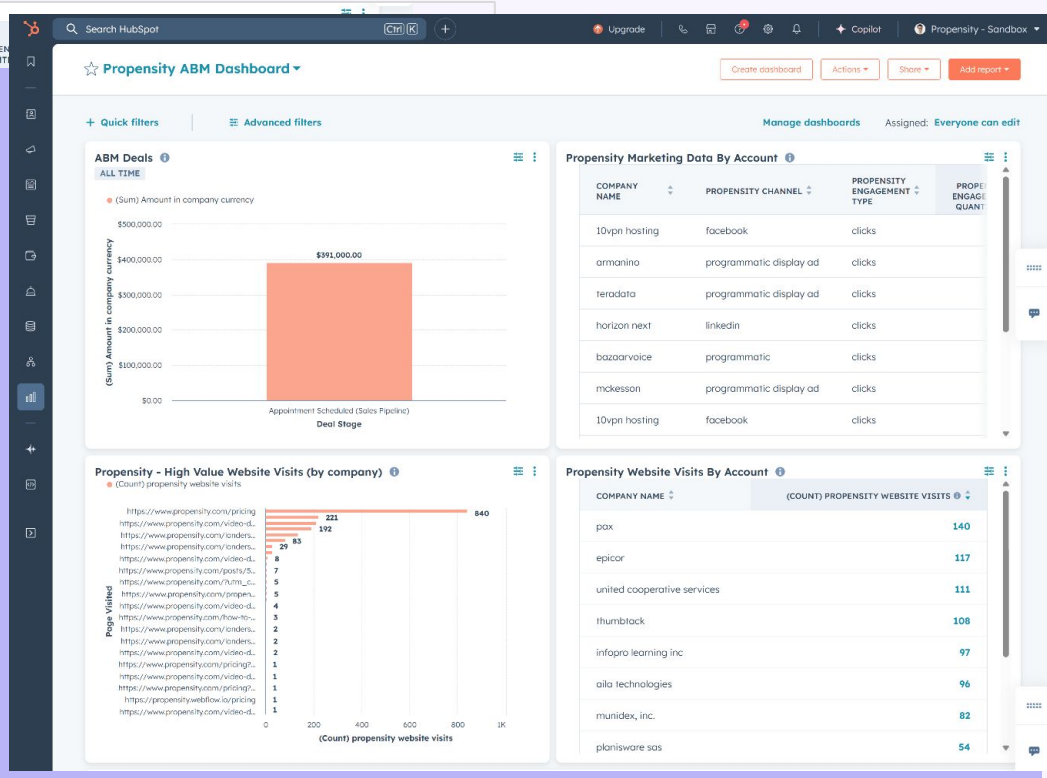
- See exactly how each campaign, channel, and play influenced pipeline
- Measure performance from first touch to closed-won
- Give marketing the credit they deserve and sales the context they need



Full Pipeline Attribution Reporting in CRM

COMPANY NAME	FIRST NAME	LAST NAME	EMAIL	PROPIETY WARNING
Workiva	Amanda	Lupo	amanda.lupo@workiva.com	Hot
Windstream	Jeff	Franzetti	jeffrey.franzetti@windstream.com	Hot
Turtle Beach Campground	Kathy	O'regan	kathy.oregan@turtlebeach.com	Hot
Couchbase	David	Evans	david.evans@couchbase.com	Hot
Alteryx	Javier	Anguliano	javier.anguliano@alteryx.com	Hot
Paperless Parts	Sarah	Mcauley	sarah.mcauley@paperlessparts.com	Hot
Appviewx	Mahesh	Kumar	mahesh@appviewx.com	Hot

COMPANY NAME	(COUNT) ACTIVITIES
the judge group	0
artemis distribution	0
pypestream	0
tdedu	0
avoma	0
integrated engineering	0
congregation emanu el of san francisco	0
clarivate	0



ABM Coach

AI-Powered Campaigns

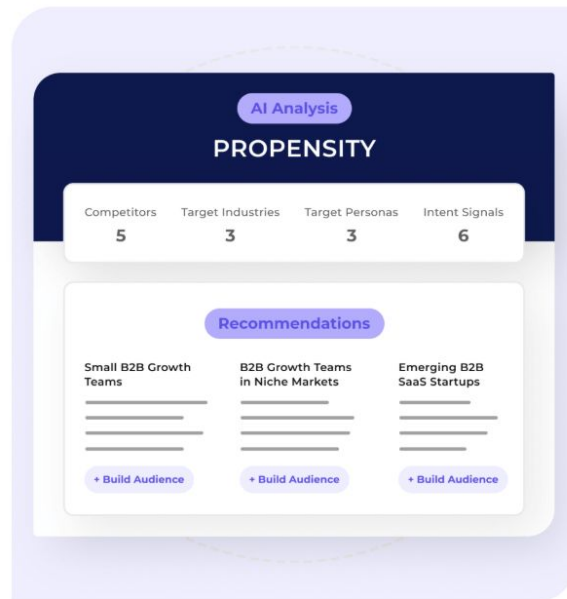
ABM Coach

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

Search

Powered by Propensity AI



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
5

Target Industries
3

Target Personas
3

Intent Signals
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](#)

Q & A

Thank You!

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

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AI Analysis

PROPENSITY

Competitors 5 Target Industries 3 Target Personas 3

Recommendations

Small B2B Growth Teams

B2B Growth Teams in Niche Markets

Build Audience Build Audience

PROPENSITY

Propensity offers an account-based marketing (ABM) platform that enables B2B growth teams to run omnichannel ABM campaigns with contact-level attribution, providing visibility into individual interactions and delivering high-intent leads directly to sales.

Competitors 5 Target Industries 3 Target Personas 3 Intent Signals 7

Recommendations

ABM Messaging

Small B2B Growth Teams

Enable small B2B growth teams to implement effective ABM strategies with contact-level attribution, providing clear visibility into individual interactions and delivering high-intent leads directly to sales.

Accounts	178
Contacts	1,780
Impressions	228,857
Clicks	228 (183 to 274)
Sales Responses	53 (7 to 89)
Opps Created	14 (5 to 23)
Opps Won	4 (2 to 6)
Total Cost	\$2,236.86

B2B Growth Teams in Niche Industries

Empower B2B growth teams in niche industries to execute targeted ABM campaigns with contact-level attribution, ensuring precise engagement with high-intent leads and alignment with industry-specific goals.

Accounts	1
Contacts	20
Impressions	2,571
Clicks	2 (2 to 3)
Sales Responses	0 (0 to 1)
Opps Created	1 (1 to 1)
Opps Won	1 (1 to 1)
Total Cost	\$404.00

Lean B2B Growth Teams in Emerging Tech

Empower your lean team to drive growth with contact-level intent insights and omnichannel ABM campaigns tailored for emerging tech innovators.

Accounts	250
Contacts	2,500
Impressions	321,428
Clicks	32 (257 to 385)
Sales Responses	75 (25 to 125)
Opps Created	19 (7 to 32)
Opps Won	5 (2 to 8)
Total Cost	\$3,121.43

IN 25

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