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Raab Guide to

Account Based Marketing

Vendors:

Contents and Introduction

Please enjoy this overview of the *Raab Guide to Account Based Marketing Systems*. For more information or to order the complete report, visit www.raabguide.com.
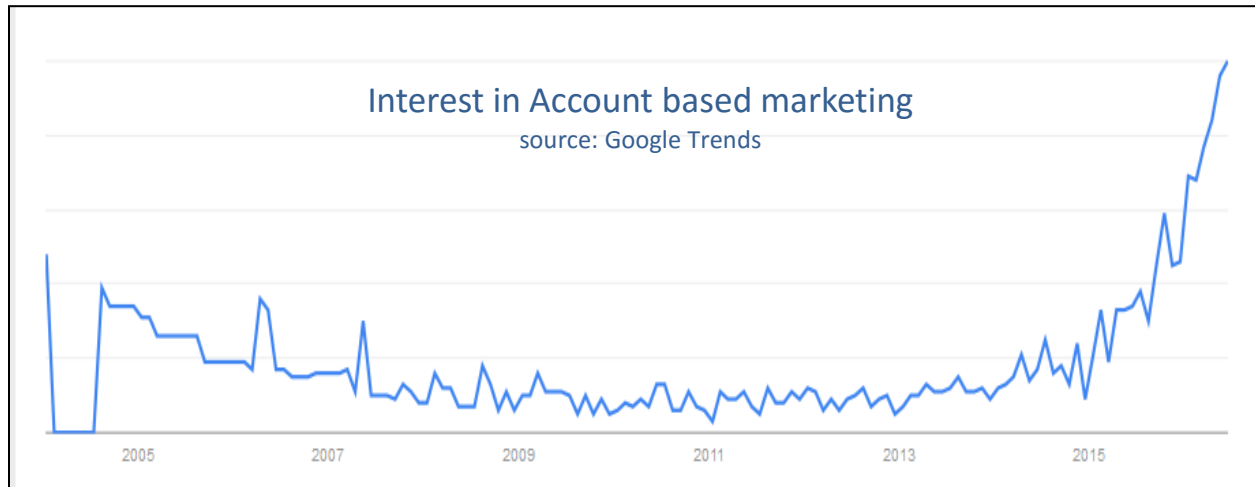
Raab Guide to Account Based Marketing Vendors

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Introduction

Account Based Marketing (ABM) can be broadly defined as business to business (B2B) marketing targeted to specific accounts. The primary contrast is with marketing that aims to generate leads from any account. In particular, ABM coordinates interactions with every contact at an account, rather than treating each lead independently; and, ABM chooses which accounts to pursue rather than chasing whatever accounts marketing can attract. ABM is also more likely to extend beyond acquiring new customers to include marketing to existing customers for upsell, cross sell, and retention. For more information on ABM in general, see the ABM Consortium at www.accountbased.marketing and papers published by many industry vendors.

ABM is a strategy, not a technology. But ABM requires many tools including data and predictive modeling to identify target accounts; campaign engines to orchestrate messages; execution systems to deliver those messages; and analytical systems to evaluate results. As interest in ABM has exploded in the past two years, the number of vendors offering such tools exploded as well. These vendors offer many different capabilities, adding new confusion to the already perplexing task of assembling an effective marketing stack.

The purpose of this Guide is to help marketers understand which ABM vendors do what.

ABM Functions

To properly analyze the vendors, we need a framework of functions needed for ABM. These correspond roughly with the process of building an ABM program, as shown below:

ABM Process	System Function	Comment
Identify Target Accounts	Assemble Data	Data includes existing accounts and contacts from marketing automation and CRM, external information including events and interests, and information about net new accounts and contacts. It may also include analysis of account data to identify gaps in contact lists and understand current engagement levels.
	Select Targets	This includes predictive model scores to rank potential targets , conventional account profiling, and behavior analysis.
Plan Interactions	Assemble Messages	This includes building marketing messages and importing messages built in external systems. Message creation is largely generic but some vendors specialize in account-based messages.
	Select Messages	This includes both systems that automatically select messages and those where the user selects a specific message for each list.
Execute Interactions	Deliver Messages	This includes systems to deliver emails, personalized messages on the company Web site, display advertisements, and includes alerts and advice to sales reps. Most delivery systems serve all kinds of marketing but a few are ABM specialists.
Analyze Results	Reporting	This includes systems that analyze behaviors and program results at the account level.

Each of these functions contains multiple subfunctions. Many subfunctions are commonly available. Others are the key differentiators that buyers must understand to select systems that meet their needs. Differentiating subfunctions include:

- **External Data** (subfunction of Assemble Data). Vendors gather data from the Internet, private, and government sources ("public" sources) and purchase it from other vendors ("commercial" sources). This Guide also distinguishes between "enhancement" of account and contact records already in a client's systems and sale of "net new" records that a client does not already possess. Important data types include:

    o companies (business name, address, industry, revenue, number of employees, corporate parent/subsidiary relationships, IP address, Web domain, etc.; sources include company Web sites, industry directories, and government agencies).
    o contacts with identifiers (names, phone, postal address, email address, social media IDs, cookies) and personal characteristics (education , job title, function, time in job, etc.).
    o events (mergers, acquisitions, product announcements, office openings, management changes, etc., usually derived from public sources including the company Web site and news agencies)
    o intent (derived from the topics of content consumed, which may be based on industry Web sites, calls for bids from ad exchanges, and other actions such as trade show attendance, white paper downloads, and social media comments)

- o technologies used (based on examining the company Web site, and derived evidence such as job listings for technical positions)

- **Target Scoring** (subfunction of Select Targets). Vendors in this category use statistical techniques to select target accounts. The models most often predict whether an account will make a purchase, but they could also predict other events such as renewing a contract or becoming an opportunity in the sales pipeline. Scores can be built for individuals as well as accounts, although account scores are most important in the ABM context. Many scoring vendors also gather external data from public or commercial sources (or both), since this gives them more inputs for their models. They may or may not share this data with their clients, and they may or may not provide net new records.

- **Customized Messages** (subfunction of Assemble Messages). Vendors in this category build messages that are tailored to the recipient. This tailoring may include insertion of data directly into a message, such as "Dear {first name}." Or it may use data-driven rules to select contents within the message, such as "show a 'see demonstration' button to new prospects and a 'customer service' button to current customers". They may also use predictive models rather than rules to select the right message. Customized messages can appear in any channel where the audience is known to some degree – as an identified individual, employee of a particular company, or member of a group sharing particular interests or behaviors.

- **State-Based Flows** (subfunction of Select Messages). Vendors in this category can automatically send different messages to the same contact in response to behaviors or data changes. Messages often relate to buying stages but may also reflect interests or job function. Messages may also be linked to a specific situation such as a flurry of Web site visits or a lack of contacts at a target account. Flows may also trigger actions other messages, such as purchasing more contact names or alerting a sales person. Actions are generally completed through a separate execution system. Movement may mean reaching different steps in a single campaign or entering a different campaign. Either approach can be effective. What really matters is that movement occurs automatically and that messages change as a result.

- **Execution** (subfunction of Deliver Messages). These are systems that actually deliver messages in channels such as email, display advertising, social media advertising, the company Web site, or CRM. As used in this Guide, execution may include direct integration with a delivery system, such as adding a name to a marketing automation campaign, sending a list of cookies and instructions to an ad buying system, or pushing a personalized message to a company Web site.

- **Result Analysis** (subfunction of Reporting). Nearly every system will have some form of result reporting. ABM specialists provide account-based result metrics such as percentage of target accounts reached, amount of time target accounts are spending with company messages, and distribution of messages by department within target accounts.

About the Raab Guide to Account Based Marketing Vendors

Business marketers are eager to embrace Account Based Marketing and vendors are eager to help. But ABM is a complicated process and it's hard to know who does what. The *Raab Guide to ABM Vendors* gives the answers you need in clear, consistent terms and specific details. The report profiles 39 vendors who participate in the ABM industry, placing them in a context that will help you assemble the right combination of tools for your particular business needs.

Contents: The ABM Vendor Guide contains 142 pages including:
- introduction to Account Based Marketing
- description of ABM functions
- key subfunctions that differentiate ABM vendors
- vendor summary chart that shows who does what
- explanations of information provided in the report
- vendor profiles including a summary description, list of key features, and detailed information on 37 categories including data sources, data storage, data outputs, target selection, planning, execution, analytics, operations, pricing, and vendor background.

Objective, Reliable Data: Information in the ABM Vendor Guide is based on independent research by Raab Associates, vendor demonstrations, and client interviews. Raab Associates has published independent guides to marketing technology vendors since 1992.
The ABM Vendor Guide is the only report to put this emerging class of systems in context and cover each vendor in depth.

Who Should Buy: The ABM Vendor Guide is written for marketers and IT staff who planning to establish or expand their ABM program. Information is presented in clear, non-technical terms and highlights significant differences among the various systems.

Benefits: The ABM Vendor Guide saves time by assembling information that would otherwise require weeks or months to gather independently. Specific benefits include:
introduces marketers and marketing technologists to systems that can significantly lower the cost and improve the results of their marketing programs.
provides enough in-depth information on individual vendors to build a short list of most promising options.
includes a list significant items to consider during the vendor selection process, helping to ensure marketers make a sound choice.

Recency: The ABM Vendor Guide was published in August 2016.

Price: $495 for unlimited distribution within your organization.

Format: PDF file.

Unconditional Guarantee: If you're not completely satisfied, tell us in 30 days and receive a full refund.
To Order: [click this link](#) to receive your copy of the ABM Vendor Guide within minutes.