



When Insights Meet Intent: The **Golden Triangle of Account Based Marketing**



Before we get started...



We respect your time

We will not run more than 30 minutes.



Questions are encouraged

Use the “Question” link in the bottom of your screen. We will answer all your questions!



An interactive webinar

You will be able to participate in live polling. Click your answers on-screen.



A recorded version of this presentation

We are recording today's session and will send to everyone within the next few days.

Speakers



Kristin Carey

Vice President, Partner Development



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Vice President Marketing

(B2B SaaS Growth Leader & Revenue Marketer)



eTrigue Expertise

eTrigue Lead Accelerator Programs deliver turnkey, Insights-driven direct and channel partner marketing campaigns at scale.

- Turnkey Marketing Campaigns
- Rapid Go-Live, 7–10 days to MQL
- Supporting 93 countries, 21 languages
- HQ: Silicon Valley

Clients:





When Insights Meet Intent: The **Golden Triangle of Account Based Marketing**



Agenda

1

How to shift from lead-centric KPIs to **buying group demand** through ABM/ABX orchestration

2

Ways to **activate intent signals** to prioritize accounts most likely to convert

3

Insights-driven tactics to **elevate** campaign engagement, **opportunity quality**, and rep productivity

ABM – Account Based Marketing & Orchestration

Big Picture

- Embrace account progression, not lead volume
- Sellers win when the buying group aligns
- Coordinate influence within the account

Core Problem

- Lead Gen floods sales with low fit leads
- Traditional metrics misrepresent account fit

Where to Start

- Align ICP “Ideal Customer Profile” and Segmentation Strategy
- Plan “Account” engagement together

Activating Intent Signals

Determining Which Accounts to Target First

- Define “Intent”
 - Not All Insights help you determine who to Target
- 3rd Party Intent → Identifies Topical Research
 - ✓ Website Visits
 - ✓ Content Downloads
 - ✓ Webinar Engagement
 - ✓ 1st Party Data/3rd Party Data

Identifying Your “ICP” Ideal Customer Profile

- Define ICP Segments:
 - ✓ Industry / Vertical
 - ✓ Size (Revenue or Employee Count)
 - ✓ Tech Stack / Install Base
 - ✓ Geography (Metro Area/State/Country)
- Drive **win-probability** with use-case alignment
- Weight and route account by “**buying stage indicators**”

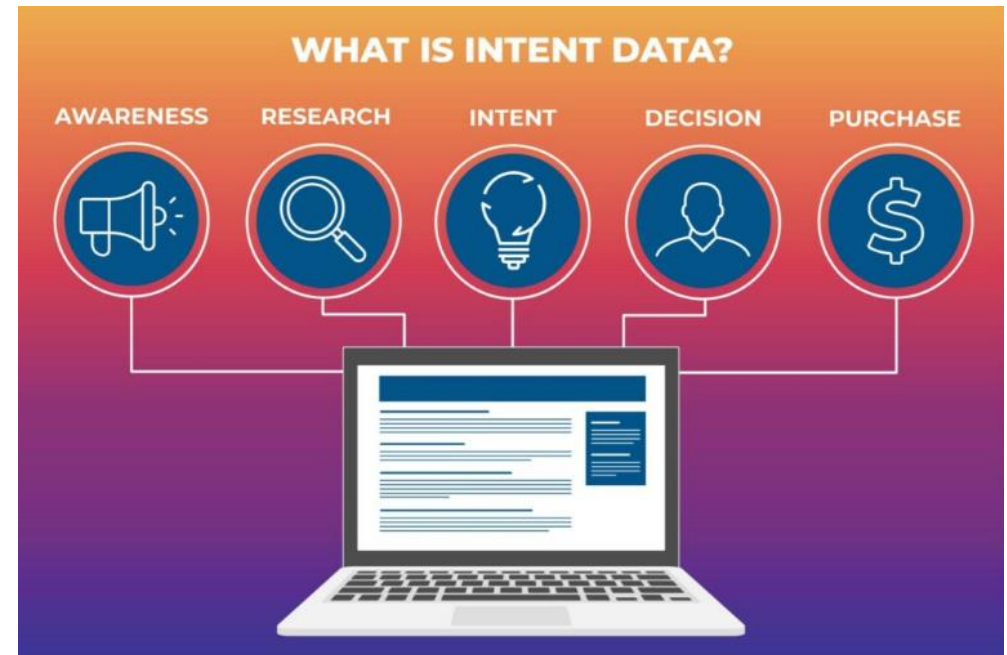
Persona-Centric & Buying Stage Content

Persona & Timing

- Review Signals and Intent Stage/Score
 - Technical Evaluator action vs. Financial Evaluator
- Review Recency & Intensity of Intent Data
- Push for Real-Time Engagement
 - Sales follow up while Interest is Active
 - Real-time or near real-time best scenario

Content Selection:

- Do not push the same content to everyone
- Separate content based on their need:
 - Economic Buyers
 - Technical Buyers
 - End Users
- Align messaging to Buying Stage
- Focus on differentiation from your competitors



Turning Intent into Action

Improve Opportunity Quality by Focusing on Fit and Follow-Up

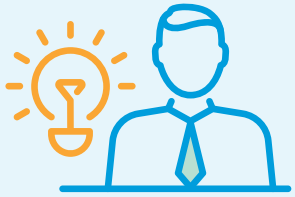
- Prioritize accounts using “fit”
- Reduce low-relevancy lead follow-up
- Achieve engagement depth across stakeholders before passing a single responder
- Develop personalized nurtures and digital campaigns to rekindle stalled opportunities

Improve Rep Productivity through Coordination, Stack Ranking, and Clear Hand-Offs

- Coordinate with Marketing on air cover and develop plays for common scenarios
 - ✓ Low engagement, competitor, stalled, etc
- Stack rank account lists for reps using fit, intent, and recency of engagement
- Reduce poise in handoff with clear fit data, likely pain points, and recommended actions

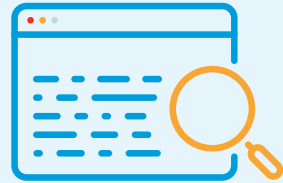
eTrigue Lead & Company Insights: Empower 1:1 Messaging & Sales Rep Follow-up Confidence

Lead Insights



Lead Insights delivered
in real-time with
enhanced data

Interests



Background, history,
social media &
additional contacts

Company Insights



Company, news,
messaging &
competitors

Follow-up Emails



Suggested responses
for sales reps

Close More Deals with Sales & Marketing Alignment

Controlled Launch to MQL to Insight-based Follow-up



1 Timely follow-up greatly increases the chance of making a connection

2 Training and accountability for sales teams

3 Deliver "Insights Messaging" 1:1 hyper-personalization based on Prospect/Company background

4 Real-Time Lead & Company Insight Alerts increase likelihood of conversion

5 Instant access to battle cards, call scripts, and sales guides

Effective alignment with Sales & Marketing increases close rates.

Takeaways

- 1** Elevate campaign engagement with persona-centric and buying stage content
- 2** Improve opportunity quality by focusing on fit and follow-up
- 3** Improve rep productivity through coordination, stack ranking, and clear hand-offs

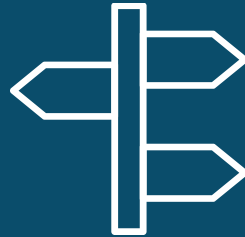
Get a Complimentary Partner Marketing Roadmap:



Peer
Rankings



Personal
guide to scale
partner
marketing



Tips on what
to prioritize
for the most
impact



[eTrigue.com/Roadmap](https://etrigue.com/Roadmap)



Thank you!

Let's meet: etrigue.com/demo | +1-800-858-8500



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