



The AI Relevance Gap: **What's Next for ABM** **and Partner Marketing**



Speakers



Kristin Carey

Vice President,
Partner Development



Marlowe Fenne

ABX Strategic Advisor



ABM for
GOOD



Jeff Holmes

President & Founder



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:





The AI Relevance Gap: **What's Next for ABM** **and Partner Marketing**



Agenda

1

The **GTM Context**.....Why Now

2

ABM Tensions:

#1 Scale, #2 Personalization & #3 Agility

3

What **AI** Actually Changes & What's Next for **ABM**

Three Tensions -- And the Ground Shifting Under All of Them



Scale

Depth of engagement vs. the number of accounts you can actually cover



Personalization

Real relevance vs. shallow name/company customization



Agility

Keeping pace with accounts that never stop changing

*Plus a fourth force hitting all three at once: **how buyers research and buy is itself being rewritten by AI.***

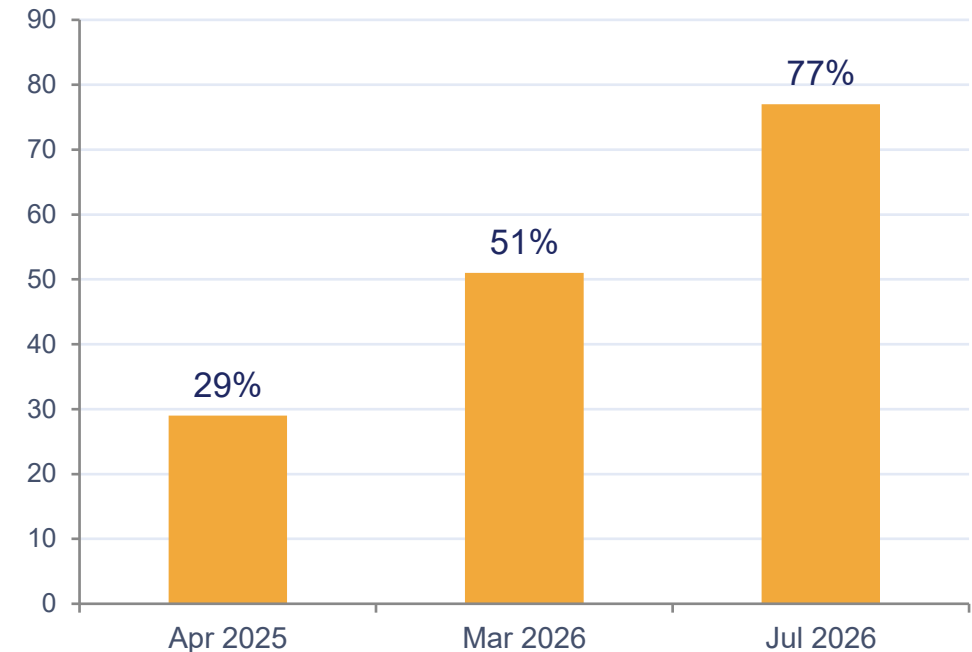
Research Has Already Moved to AI

Traditional search-based intent data is eroding. AI assistants are absorbing early-stage B2B research invisibly to platforms like 6Sense, Bombora, and G2 -- by the time an account surfaces in your intent data, they may already have a vendor shortlist.

“We're watching the third compression era of the buyer journey unfold in real time. The Yellow Pages compressed the market into the big book. Google compressed it into the first page of results. Now AI chatbots are compressing it into a single answer.”

-- Tim Sanders, Chief Innovation Officer, G2

B2B Software Buyers Starting Research in AI



48-point jump in 16 months, on a stable survey instrument.

Two Numbers That Turn a Warning Into a Mandate

95%

of sellers' research workflows will begin with AI
by 2027 -- up from less than 20% in 2024

*This is the problem statement: near-total flip in
where research starts, inside about three years.*

Source: Gartner, via Demand Gen Report, May 2026

2.6x

more likely to achieve commercial growth
when sales orgs give sellers AI-enabled next-
best actions

*This is the mandate: the response to research
moving into AI is moving signal-response into AI
too.*

Source: Gartner CSO & Sales Leader survey, May 2026

Scale: Depth vs. Coverage

The classic B2B trade-off: 1:1 ABM produces the best results but doesn't scale past a handful of named accounts or contacts.

1:many scales but flattens into generic outreach. And per the anchor stat, much of a committee's early thinking is already forming in AI before your outreach touches them.

- Named-account tiering discipline -- defensible scoring, not arbitrary target lists
- Cisco network maturity matrix applied systematically across the named-account list, not just flagship accounts
- First-party signal infrastructure as third-party intent data thins out
- Channel/partner angle: the scale trade-off multiplies across partner ecosystems

12 internal stakeholders

9 external influencers

average number of people involved in a B2B purchase decision today

Scale isn't just account count anymore -- it's coverage depth within each buying committee.

Source: Forrester

Personalization: A Layered Intelligence Model

Most “personalization” traditionally meant mail-merge with better data -- name, logo, industry vertical, nothing deeper. Four layers answer a question generic personalization can't touch:



Whiteboard Project Mapping

Links account intent to the 5-7 major IT initiatives
CIOs/CTOs run simultaneously -- finds real budget owners
and buying-committee stakeholders



Cisco Maturity Matrix

Baselines each account's maturity, then frames risk and
opportunity against their top competitors, not an industry
average



Cloudflare Radar Signal Layer

Proprietary real-time threat/traffic data (bot abuse, API
abuse, DDoS by vertical) on top of standard intent data



FireEye/Mandiant TTP Framing

Nation-state threat intelligence and threat-actor profiling to
make security messaging specific to what an account
actually faces

Baselining Accounts on a Maturity Curve

At Cisco, we built a matrix placing each account on a network maturity and capability curve -- then translated that position into concrete risk and opportunity, benchmarked explicitly against each account's top competitors.

- Where they stand: maturity and capability baseline, not a generic industry average
- What it costs them: risk framing if they fall further behind their named competitors
- What it's worth: opportunity framing if they close the gap first
- Re-baselined every sprint -- competitor maturity shifts too, so the story can't be static



Illustrative maturity/competitive positioning

Agility: The Pace-of-Change Problem

Relevance decays. Org charts shift, budgets move, competitors act, buying committees reshuffle -- and most ABM programs are built as one-time campaigns, not living systems.



Answer Engine Optimization: Two Levers

1. Content Structure & Quality

Clear, well-organized, fact-dense content is what AI systems can actually parse and cite. Dense marketing copy, gated PDFs, and image-heavy pages are often invisible to the models doing the summarizing.

2. Brand Presence & Consistency

AI systems weight sources that show up repeatedly and consistently across the web on a topic. A single great page is worth less than a consistent, corroborating body of content across owned, earned, and third-party sources.

Getting cited by AI addresses the 95% stat at its source -- instead of only reacting once a buyer's AI-assisted research produces a thin, late-arriving signal, AEO is the play for showing up inside that research in the first place.

4.4x

conversion rate for AI-referred visitors vs.
traditional organic visitors

Source: Semrush, June 2025

77%

of B2B buyers now start research in AI,
not Google (recall from Section 2)

Source: G2, July 2026

Agentic AI + the Martech Stack

AI's real contribution: compressing the cost of doing scale, personalization, and agility simultaneously -- while also being the cause of the shift we opened with.

Agentic AI Architecture

- RAG-powered content generation for persona-specific, maturity-aware messaging
- Buying-committee monitoring agents that surface stakeholder changes in real time
- AI-automated maturity and competitive benchmarking -- continuous refresh, not a once-per-campaign snapshot

The Martech / AI Stack

Claude/GPT

eTrigue Insights

Salesforce

ZoomInfo

6Sense

Marketo

6Sense/Marketo/Salesforce/ZoomInfo for continuous signal capture; Clay for buying-committee enrichment; eTrigue Insights for real-time, persona-specific content generation.

What This Looks Like When It Works

\$100M

incremental pipeline
generated at both
Cloudflare and FireEye

5X

close rate on
Cloudflare's bespoke
1:1 ABM program vs.
non-ABM cohort

25%

larger deal size on the
same Cloudflare 1:1
ABM program

2x

ITSMA Gold Awards --
Cloudflare and
FireEye/Mandiant,
external validation

These enterprise results were built on the same principal Gartner's 2.6x growth data now validates independently: programs that act on signals in real time, treating AI as a workflow layer and not just a research tool, outperform.

ABM in Action:

eTrigue Insights Messaging - “Contextual Relevance”

Engaging prospects with contextual relevance and providing Sales Reps the confidence needed to close more opportunities.



eTrigue Insights Messaging – “Contextual Relevance”

Prospects receive unique 1:1 ABM messaging = 3-5x higher engagement.

- 100% of content is customized based on Prospect “Insights” and their relationship to the asset(s)
- Experience, background, interest’s, company focus, industry and technical expertise determine the unique focus for each prospect’s ‘care-about’s’
- Comprehensive guardrails to support professionally relevant messaging and specific messaging guidelines, while preventing competitive and other undesired references

Subject: Cloud security as enabler for financial services innovation
Date: Thursday, July 17, 2025 at 11:00:52 AM Daylight Time
From: Jim Sales
To: Ayn Dechavez

 Your Partner
Logo Here

eBook

**Transforming security from
gatekeeper to accelerator
at iCapital**

Adam,

As VP of Software Engineering at iCapital, you're balancing the need to accelerate cloud adoption with the stringent security and compliance demands of financial services. Security can't be a bottleneck—it needs to enable your engineering teams to move faster while meeting regulatory requirements.

The eBook, [“Cloud business transformation security best practices,”](#) offers frameworks



“eTrigue Insights Messaging” – knows the recipient

Subject: Optimize SEI's AWS migration and modernization strategy

From: Jim Sales <jim.sale@genericpartner.com>
To: Robert Corcoran <rcorcoran@sei.com>



eBook

Enhance SEI's cloud strategy with expert insights

Robert,

Financial services firms like SEI face unique challenges in migrating and modernizing their IT infrastructure. The pressure to reduce costs, improve security, and accelerate time-to-market for new features is constant.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Here's what you'll find inside:

- **Cost savings strategies** to reduce infrastructure expenses by up to 66%
- **Speed to market techniques** that can make new feature releases 43% faster
- **Productivity boosts** with a 29% increase in staff efficiency
- **Security enhancements** leading to 45% fewer security incidents
- **Development cost reductions** by up to 68%

Read eBook



Subject: Costco Wholesale IT modernization strategies

From: Jim Sales <jim.sale@genericpartner.com>
To: Mike Anderson <manderson@costco.com>



eBook

Aligning retail IT with business growth objectives

Mike,

Retail IT environments face unique challenges, from managing vast amounts of customer data to ensuring seamless operations during peak seasons.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Explore these strategies:

- **Cost reduction** through strategic migration
- **Enhanced productivity** with modernized applications
- **Improved security** via cloud-native solutions
- **Faster time-to-market** for new features
- **Scalability** to meet seasonal demands

Read eBook



Subject: Martinrea International's AWS modernization strategy insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Megan Hunter <megan.hunter@martinrea.com>



eBook

Optimizing cloud migration for automotive supply chains

Megan,

The automotive industry faces unique challenges when it comes to cloud migration and modernization. From ensuring operational continuity to maintaining supplier relationships, the transition to AWS requires a strategic approach.

Our eBook "[Accelerating your AWS journey: Migration and modernization for software companies](#)" offers a comprehensive guide to navigating these complexities.

Explore key insights:

- **Cost savings** through unified modernization strategies
- **Faster time to market** for new features and innovations
- **Increased staff productivity** with streamlined processes
- **Enhanced security** with reduced incidents
- **Lower app development costs** through efficient resource utilization



“eTrigue Insights Messaging” – knows the industry

Subject: Dovetail Games IT Strategy Enhancement Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Ian Butcher <ian.butcher@dovetailgames.com>

Your Partner
Logo Here



eGuide

Optimize Ecommerce Migration for Dovetail Games

Ian,

Ecommerce migration presents unique challenges, from aligning stakeholder expectations to ensuring technical feasibility and ROI. At Dovetail Games, the pressure to deliver a frictionless customer experience while maintaining robust security and scalability is ever-present.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** strategies to foster collaboration across departments
- **Platform evaluation criteria** to identify the best fit for your business
- **TCO assessment** techniques to uncover hidden costs
- **ROI modeling** approaches to project long-term benefits
- **Shopify Plus advantages** for rapid deployment and scalability

Read Guide



Subject: AstraZeneca's Ecommerce Migration Strategy Insights

From: Jim Sales <jim.sale@genericpartner.com>
To: Oliver Henderson <oliver.henderson@astrazeneca.com>

Your Partner
Logo Here



eGuide

Migrating Ecommerce Platforms for Pharmaceutical Success

Oliver,

Pharmaceutical manufacturing companies face unique challenges when migrating ecommerce platforms, including regulatory compliance, data security, and operational continuity.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement of key departments
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **Platform selection** choosing the right architecture for your needs
- **ROI modeling** calculating the financial impact of migration
- **Shopify Plus advantages** faster launch, reduced development dependency, and improvement

Read Guide



Subject: Virgin Wines IT Operations: Navigating Ecommerce Migration

From: Jim Sales <jim.sale@genericpartner.com>
To: Duncan Hardy <duncan.hardy@virginwines.co.uk>

Your Partner
Logo Here



eGuide

Optimize Ecommerce Transition for Virgin Wines

Duncan,

Migrating ecommerce platforms presents unique challenges, especially for a dynamic industry like wine and spirits. The transition must balance technical requirements with business continuity to avoid revenue loss and customer dissatisfaction.

The “[Ecommerce Migration](#)” eGuide provides a comprehensive framework to navigate these complexities.

Key insights include:

- **Stakeholder alignment** early engagement with key departments
- **Requirements evaluation** diagnosing current platform failures and setting future goals
- **Platform selection** weighing the advantages and risks of on-premise, open-source, and SaaS options
- **TCO assessment** evaluating initial, ongoing, and hidden costs
- **ROI modeling** key inputs for accurate financial projections

Read Guide



What's Next for ABM

- 1** **AEO & First-Party Signal Infrastructure:** where these go as adoption continues toward the 95% mark
- 2** AI makes **continuous positioning feasible** for every account – to meet scale and agility needs
- 3** Hyper ABM: Contextual Relevance with **Insights Messaging**

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



Thank you!

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



Kristin Carey
VP, Partner Development
408-490-2905
kristin.carey@etrigue.com



Marlowe Fenne
ABX Strategic Advisor
marlowefenne@yahoo.com
www.abmforgood.org



Jeff Holmes
CEO & Creative Director
408-222-0400
jeff.holmes@etrigue.com