The ABM Ecosystem to be Leveraged Across Programs

Identify
- Develop target account list
- ID 'in market' needs
- Define target audience
- Set goals & kpi's

6sense

Target
- Launch models in platform
- Create integrated and targeted messaging & engagement plan
- Build audience profiles & define contact criteria

BOARDROOM INSIDERS
zoominfo

Engage
6sense — Targeted Ads
zoominfo — Form Complete
Custom Microsites by segment, account or persona — folloze
Adobe Experience Manager
Email — salesforce pardot, ENGAGE
Direct Mail 'sending platform' — Sendoso
GoToWebinar
Webinars & Events — cvent

Activate (Enable Inside Sales)
- **Drift** — 'Conversational Marketing' templates delivered via Chatbots/Live Chat when target account visits site
- **SalesLoft** — Orchestrate 'plays' and nurture campaigns
- **Sendoso** — Enable personalized event follow-ups and personal notes & gifts on behalf of sales
- **folloze** — Enable microsite personalization for outreach
- **zoominfo** — Account & contact intel (via scoops)

Accelerate (Enable Account Team)
- **BOARDROOM INSIDERS** — C-Suite Executive Profiles
- **AI** — Engaging and AI-driven sales presentations for sales meetings and briefings
- **Sendoso** — Direct Mail 'sending platform' Integrated with SFDC.
- Asset personalization
- 1:1 Interactions

LinkedIn Sales Solutions | zoominfo | ENGAGE

Measure
- Multi-touch attribution
- Custom dashboards

salesforce pardot | 6sense
tableau SOFTWARE

Content & Messaging Alignment Across Buying Journey

Content Engine
- Full funnel content to power the buying journey
- Centralized DAM
- Tech-enabled asset personalization & data-driven consumption insights

Adobe — Digital Asset Management with Adobe Creative Cloud

Messaging Engine

Insights & Intelligence
- ICP's
- Buyer Personas/Exec Profiles
- Solution & Industry Intelligence
- Competitive Intel

Messaging & Creative Development
- Value Props
- Theme Development
- Ideation, conceptualization and development of campaigns

'Always on' Marketing Air Coverage
Deliver the right message, to the right person, at the right location, on the right channel

| Display Advertising | Social Advertising |
| SEO/SEM | Ad Retargeting | Email Remarketing |

ADGREETZ | LinkedIn | Google Ads | 6sense | salesforce pardot

---

Operations Engine
Technology infrastructure and enablement | Data quality, integration, enrichment and governance