

ACCOUNT BASED MARKETING

Target decision makers at key accounts

Our Account-Based Marketing programs allow you to engage decision makers at companies of interest in an efficient, scalable means to generate targeted account leads. Utilizing Informa's robust data, combined with your branded marketing collaterals, B2B marketers can generate leads that meet both account and persona criteria (roles, titles, job functions, etc.). In addition, Informa ABM helps identify which marketing programs and assets are driving engagement from key accounts and helps pinpoint those which are falling short.

DELIVERABLE OPTIONS

- Provide us with a list of companies you want to target and up to 5 assets
- We identify and build the universe of records that match your account list and your selected criteria
- We run a targeted program (email, ads, etc.) to that highly targeted list
- You obtain high-value leads from your targeted company lists, appended with all the appropriate influencers from the named account(s)

USEFUL FOR

- Account targeting
- Asset-based marketing
- Lead generation
- Lead nurturing
- Pre/Post event engagement
- Persona targeting



97% said **ABM** had somewhat higher or much **higher ROI** than other marketing initiatives

Altera Group Research