





# KABOOM (Key Account Based Online Optimised Marketing)-ABM

a highly aligned sales and marketing effort that aims to create awareness & drive engagement within a set of target accounts, by tracking journey funnels, personalisation and scoring



## KABOOM-ABM FRAMEWORK

- 1.It's not about lead generation
- 2.It starts after the leads are collected- generally
- 3. It aims to focus on key accounts & prospects, track engagement through the journey funnel and prioritises action

## KABOOM-ABM FRAMEWORK

- 1. Who are we trying to reach?
- 2. What should we say?
- 3. Where should we say it?

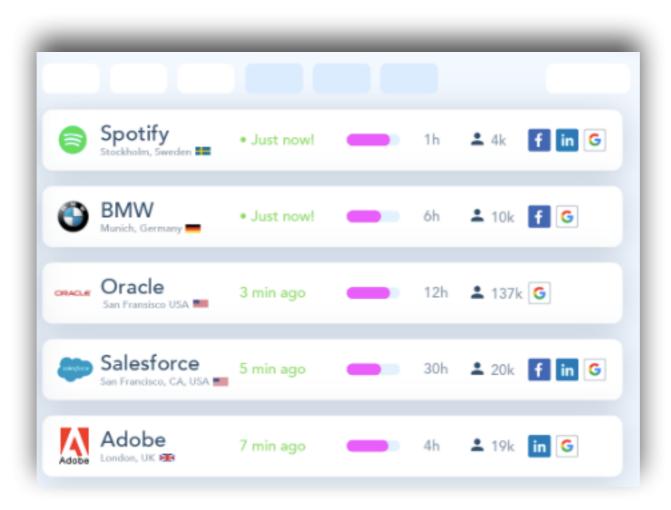
Demand generation, on the other hand, starts with-What, goes on to Where and then to Who



## **Discover & Uncover Demand**

- Validate and/or add missing data like specific designations or contact information
- Use AI to create lookalike accounts with high buying intent.
- Match Tags, cookies and IP with accounts
- Uncover intent from any account even if they're not currently on your radar, and find which accounts are currently researching around your categories
- Data enrichment- adding data points to anonymous traffic

## **Discover & Uncover Demand**



Integrated technologies powered by sniffing anonymous user details

# Personalise At Scale To Drive Hyper Engagement

Automated AI driven process to pick and show the relevant content to the right targeting slice.

Content personalisation dynamically triggers:

- 1. at the time of receiving e-mails
- 2. while reading content on website- through personalised ads and notifications
- 3. while searching on Google
- 4. while surfing on social platforms
- 5. in context to the journey funnel (Aware, Engaged, Ready for Action)
  - \* Includes custom audiences targeting and re-marketing

# **Content-Journey-Firmography Matrix**

Personalised content matrix to map with Journey stage, Function of decision makers and Enterprise size is created and automated- at scale

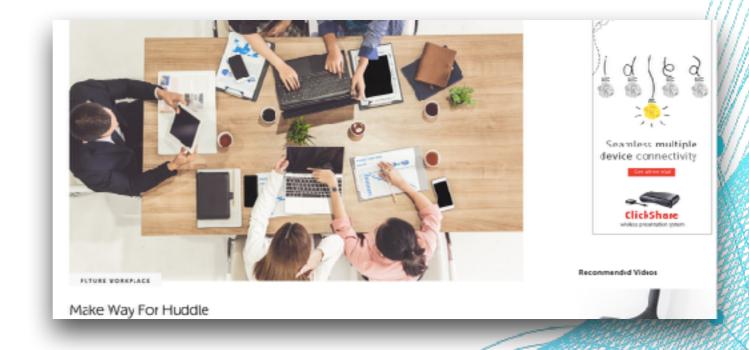
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## KAB00M

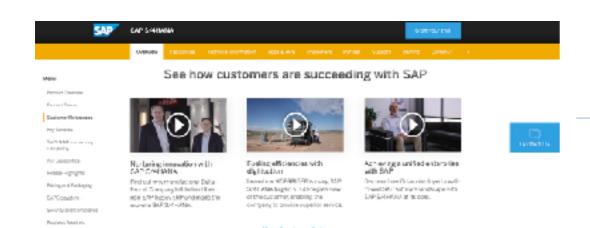
**CXOs in Manufacturing** sector, who are at awareness level, view different content than **IT Heads** in this segment who are deeply engaged

Display Ads + Social Ads + Web Content + eMailers- all are personalised and orchestrated





## Personalisation At Scale To Drive Hyper Engagement



#### **Customized Landing Pages**

Customers will be exposed to the pages based on their buying stage, Industry, Function, Pain Point and product relevancy match.

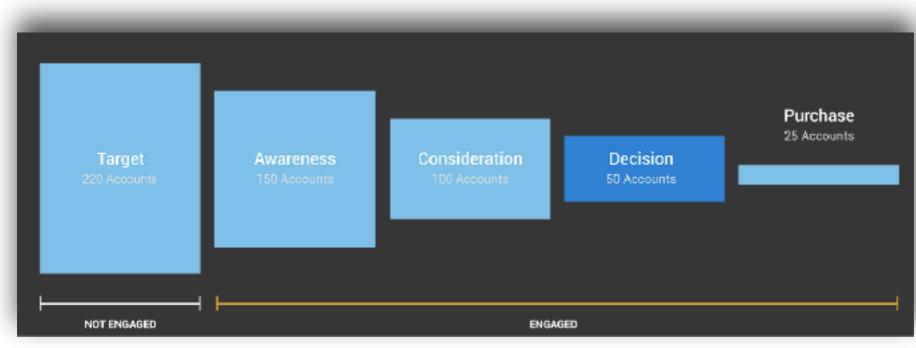
#### Content personalisation dynamically triggers



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# Get Full Funnel Insight



\*Estimated 1-10% contacts are tracked granularly. Aggregate or cluster tracking % is much higher

# **Get Insights By Accounts or Account Clusters**

	Account 1	Account 2	Account 3
Email Views			
Page Views			
Chats			
Ad Impressions on Site			
Clicks			
Form Fills			
Downloads			
Score			

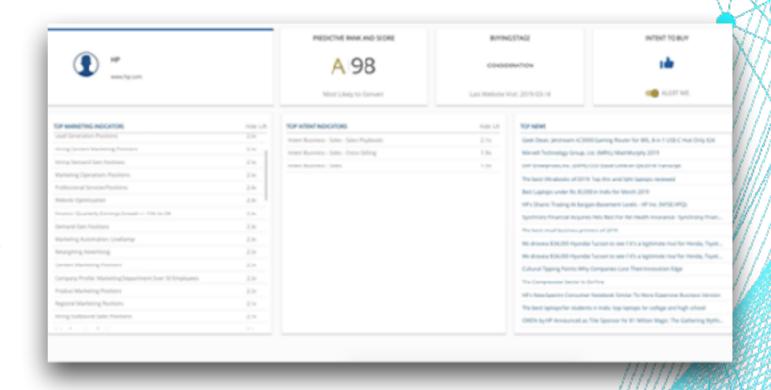
<sup>\*</sup>Estimated 1-10% contacts are tracked granularly. Aggregate or cluster tracking % is much higher

# **Get Insights By Journey Stage**

Email	Last Name	Organization	"Average Deal Size (Average Per Unit Sales Price)?"	'Tetal Seere	'Aware Score	'Engage Score	*Consider Score	'Action Score
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## **Prioritise Sales Actions**

- Only the most relevant leads or intent data reaches the sales teams
- Our intelligent scoring method prioritises accounts and leads so that sales teams do not waste time in calling unqualified leads.



## **Impact**

- Active Accounts- Insights Into Targeting Segments' Journey funnel and Engagement
- MQLs (Tracked users who fill up a form or reach advanced engagement level in the journey funnel)
- Pipeline velocity (Later Stage)

## **Use Applications**

- Create content that resonates with your target
- Help Sales teams to focus on the right accounts
- Drive qualified demand for your business
- Get insights into anonymous website visitors
- Drive more attendees to your event
- Insights into which verticals or functions are interested in your offering

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