

How ABM Marketing Data Can Be Sales' Greatest Asset

2018 B2B Champions Club

About Bizible

- 1 Category Creator → over 60% market share
- 2 Customers First, Always → hundreds of perfect reviews
- 3 Built by world-class experts, with complex process in mind



verizon



cisco



Allianz

Expedia

splunk

TIBCO

Extreme

Jasper

The Weather Company

Paycor

APPTIO

dyson

Eventbrite

Open Colleges

WebEx

AVEDA

IMPERVA

CallidusCloud

LiveRamp

What Makes a Good Sales Experience?



Warm, primed accounts

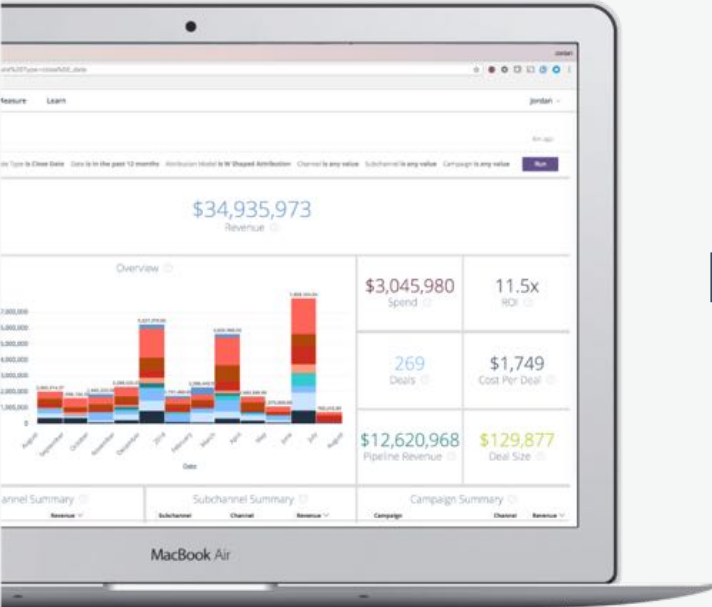


**Delivering the right content
every step of the way**



Price - value fit

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Warm, primed accounts

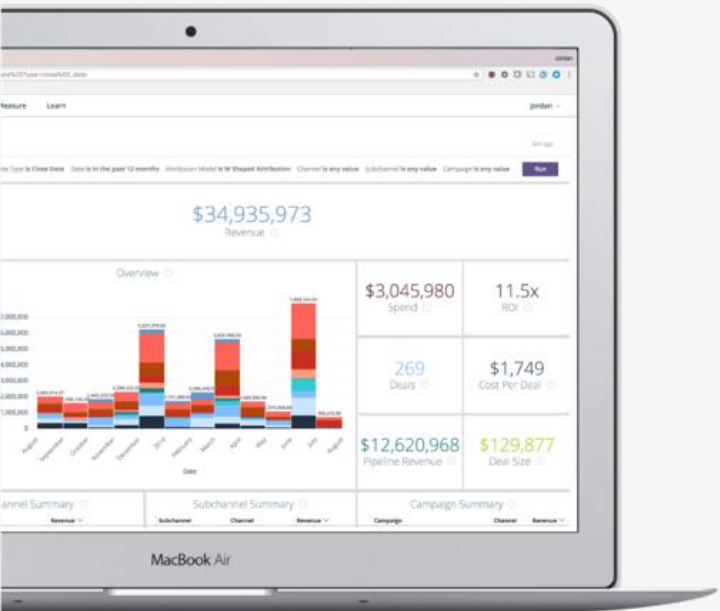


Delivering the right content every step of the way



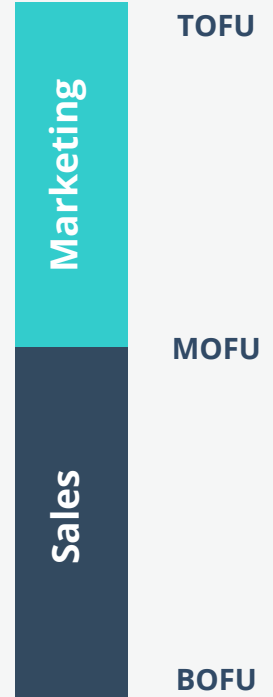
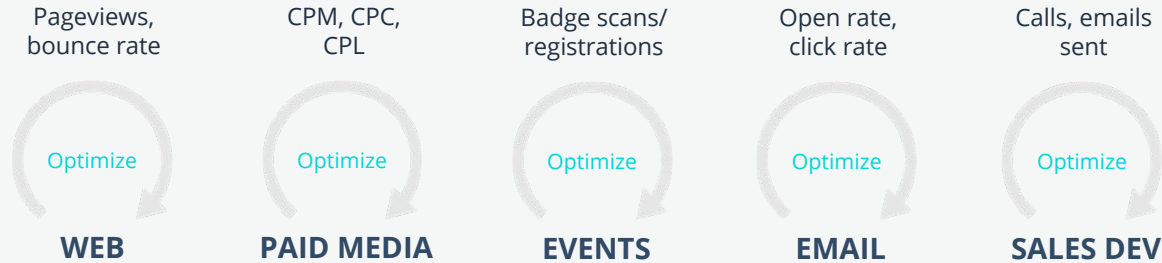
Price - value fit

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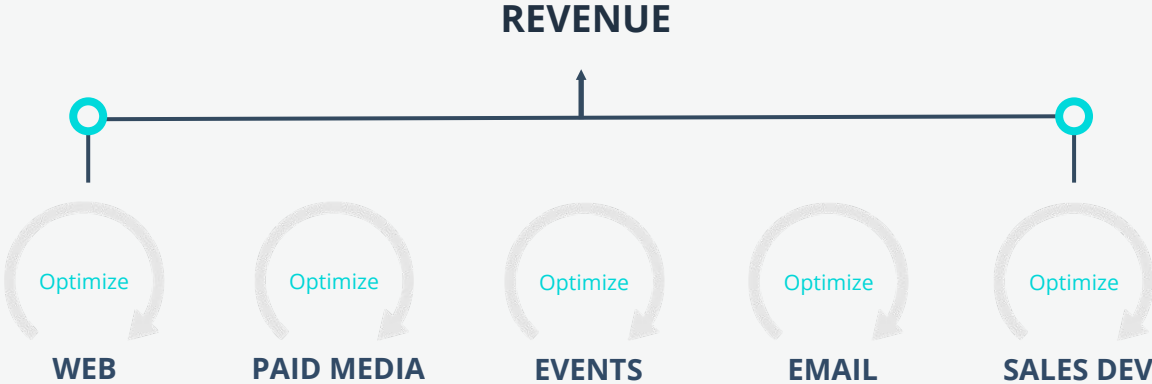


- Complete buyer journey data
- Relative prospect maturity and understanding data
- Persona data

Typical Marketing Data



Aligning Marketing Data to Revenue



Marketing

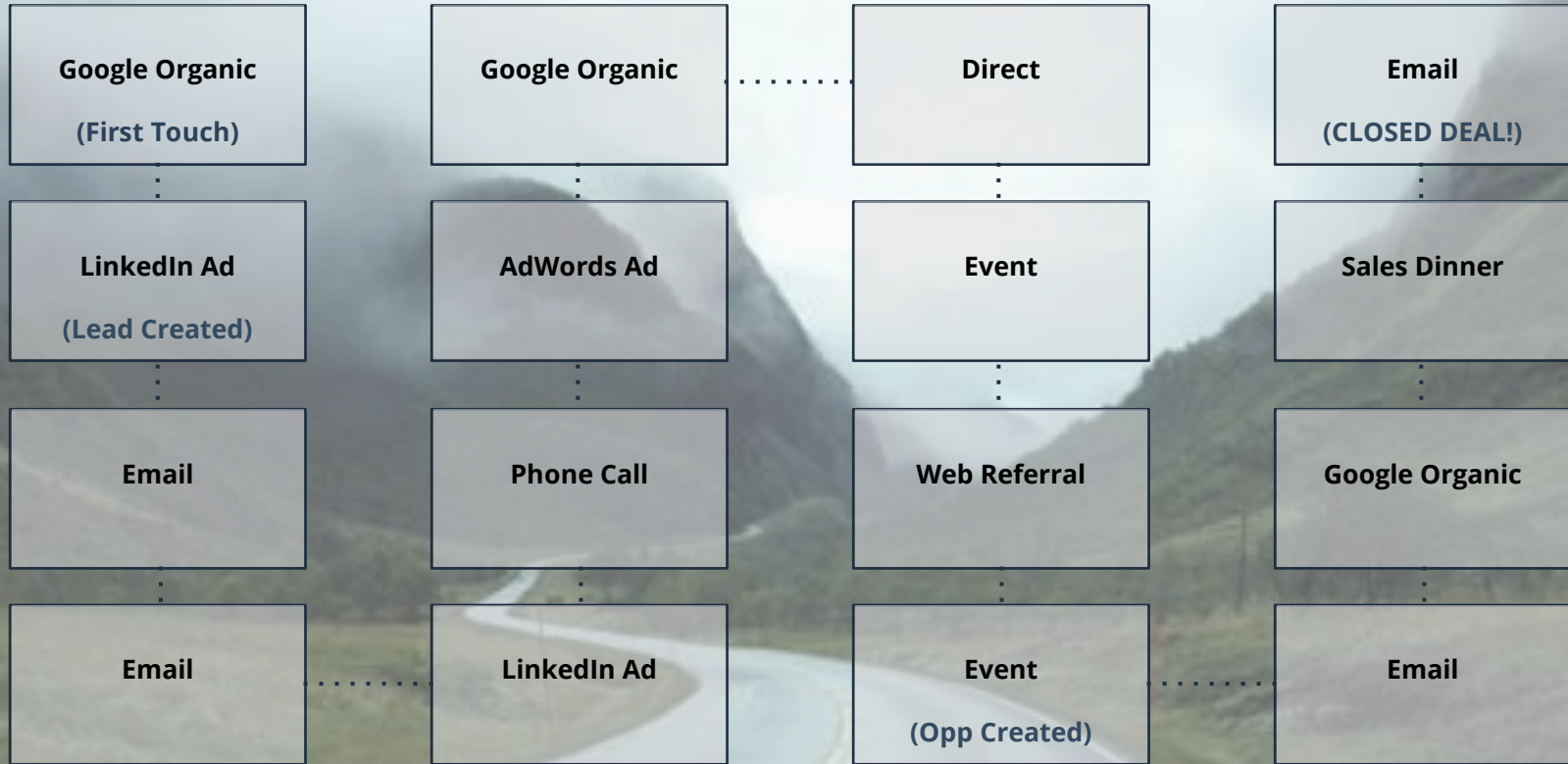
TOFU

MOFU

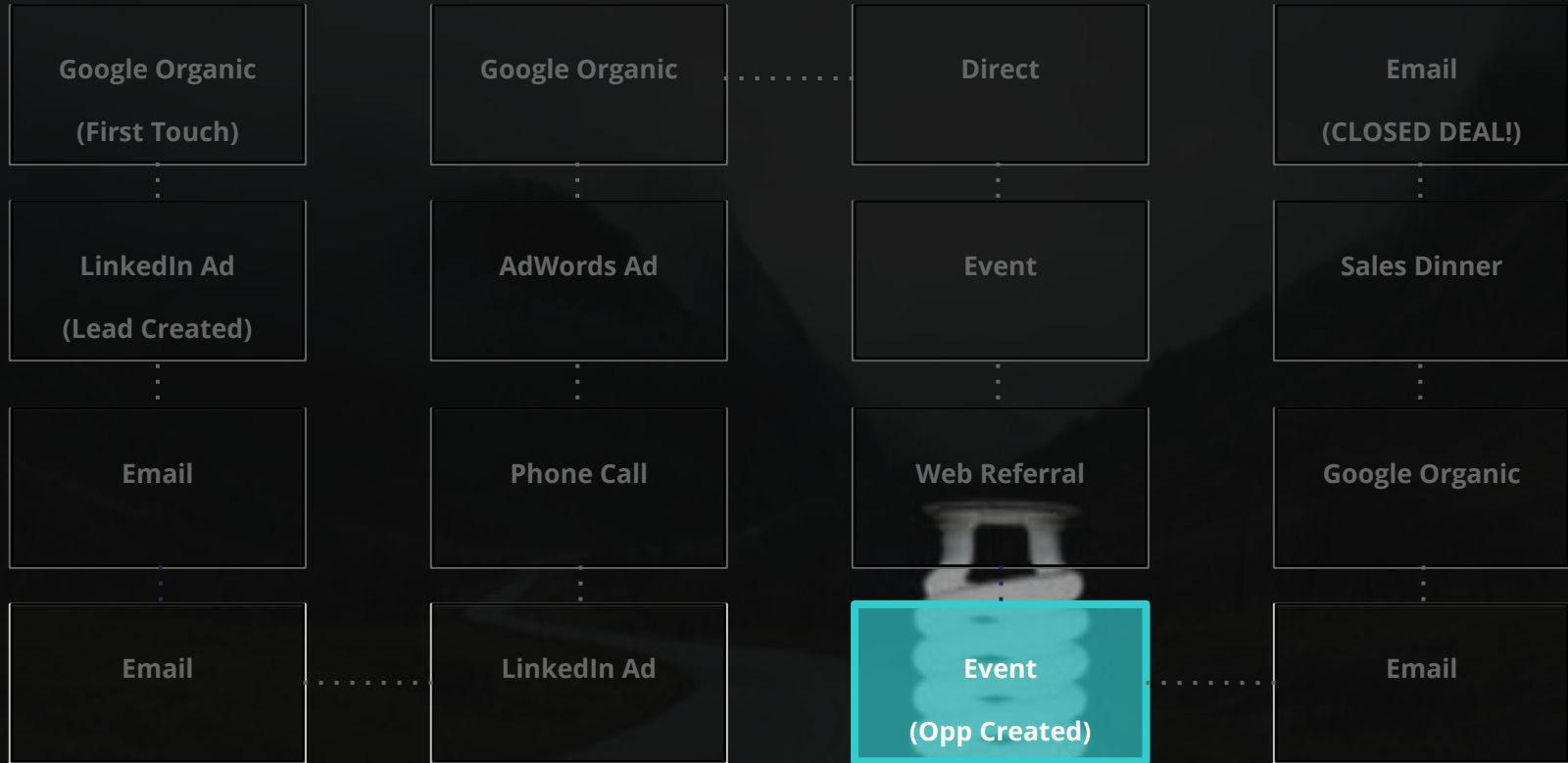
Sales

BOFU

1) The (Account) Buyer Journey



What Sales Sees Today



1) The (Account) Buyer Journey

Contact	Touchpoint Position	Touchpoint Source	Landing Page URL	Form URL
Alex Kilby	FT	Paid Search - AdWords	www.bizible.com/attribution	-
Margaret Trinh	LC, Form	Organic Search - Google	www.bizible.com/blog/attribution	info.bizible.com/ebook/attribution-101
Alex Kilby	Form	Social - LinkedIn	www.bizible.com	info.bizible.com/ebook/attribution-models
Margaret Trinh	-	Social - Twitter	www.bizible.com/blog/machine-learning	-
Dave Rigotti	DM Demo	Email	www.bizible.com/product	-
Dave Rigotti	-	Web Direct	www.bizible.com	-
Margaret Trinh	-	Retargeting	www.bizible.com/competition	-
Margaret Trinh	Form	Paid Social - LinkedIn	www.bizible.com/case-study	www.bizible.com/case-study
Dave Rigotti	-	Email	www.bizible.com	-
Margaret Trinh	Demo Scheduled	Outbound Sales - Call	-	-
Margaret Trinh	Demo, OC	Event	-	-

2) Prospect Maturity



3) Deep Persona Data

PERSONA NAME:	BigCo Bigwig Bernie	SECTION 1: WHO?
BACKGROUND <i>Job? Career path? Family?</i>	<ul style="list-style-type: none">• CMO• Hired from outside; has been a professional CMO at progressively larger companies• 15-20+ years of experience• Married with 3.5 children and a dog	
DEMOGRAPHICS <i>Male or female? Age? Income? Location?</i>	<ul style="list-style-type: none">• Could be male or female• 40-50+ years old• \$300K+ with a large variable and/or stock component• Big city but lives in the suburbs	
IDENTIFIERS <i>Demeanor? Communication preferences?</i>	<ul style="list-style-type: none">• High-energy but steady. To-the-point. Impatient• Has an assistant, prefers electronic, strategic-level communication (despite always being behind)• Gatekeeper is key - won't get a meeting without them	

- Understand who you're talking to and how to communicate
- What are their pain points?
- What messages will resonate?

3) Deep Persona Data

What content should you share for this persona?

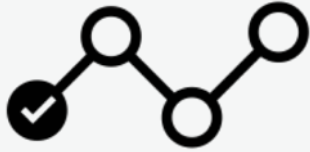
Landing Page

Landing Pages by Revenue

Landing Page	Revenue
1 https://info.bizible.com/mapping-competencies-marketing-operations-sirlusdecisions	\$219,078
2 http://info.bizible.com/b2b-marketing-operations-webinar-datanyze	\$106,599
3 https://www.bizible.com/blog/marketing-operations-performance-metrics-list	\$96,395
4 https://www.bizible.com/operations-partners	\$70,735
5 http://info.bizible.com/ebook/core-competencies-marketing-operations-leader	\$68,603
6 https://info.bizible.com/ebook/rise-of-revenue-ops	\$40,605
7 https://info.bizible.com/mapping-competencies-marketing-operations-thank-you	\$38,084
8 http://info.bizible.com/b2b-marketing-operations-webinar-demandbase	\$31,730
9 https://info.bizible.com/b2b-marketing-operations-webinar-sell	\$15,000

Putting It All Together

With ABM marketing data, Sales knows:



The complete buyer journey



Relative prospect maturity and understanding



The persona that they're talking to



Questions?
