

## Top tips

# ABM: 3 tips to succeed

In the B2B world, effective account-based marketing (ABM) is essential to ensuring a steady flow of marketing-qualified leads (MQLs). B2B businesses have turned to ABM as deals are often large and adhere to a long sales cycle. As such, a **personalized approach** that is focused on developing long-term, meaningful relationships with prospects and customers is highly beneficial.

**But, how do you get it right? We've identified 3 tips to help you succeed in ABM and drive more revenue into your company.**



## 1. Data is everything - get the insight you need

Having a strong understanding of your audience is essential in making this hyper-personalized strategy work. Without the correct insight, forming an effective targeted strategy can be very tricky. Investing in high-end analytics technology to obtain real-time data on your audience can be the solution to this.

With this **real-time data** into your buyer's journey, such as what channels they came from or what their on-site behavior is, you can measure the effectiveness of your ABM campaigns.



## 2. Know the challenges of ABM; develop strategies to counter them

ABM is not without challenges. Personalized campaigns are complex, taking a lot of time to develop, optimize and manage. Adding to this, data is collected across a range of platforms and without the right tools, it can take days or weeks to gain actionable insights, lengthening the sales cycle and decreasing the opportunity for your content to be impactful or relevant.

*"Do your research so that you can be clear on who your ICP is. Understand the industry, challenges, and marketplace, so that when you are developing your content and looking at channels, you're set up for success" - Karen Carter, Cvent.*

Need inspiration for your ABM campaigns? [Check out these examples!](#)



## 3. Leverage automation tools

Intelligent website visitor **automation**, such as **Web Insights**, is a powerful tool in tackling these challenges. With this software, not only do you gather brand-new insights on your visitors, you get an automated process that digitizes and shortens your sales pipeline. This will allow you to rapidly aggregate, interpret, and apply data on active campaigns.

For prospecting, uncovering anonymous website visitors will help you to find prospects who are interested in your product. With total visibility on who they are, where they have come from, where they have been looking, and how long for, you can discern which communications lead them to you. This way, you have data-informed insights that inform your outreach, kickstarting your ABM activity.

**Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success**

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