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OPERATIONALISING ABM IN THE REAL WORLD: A ROADMAP APPROACH TO DELIVERING ABM SUCCESS

eGuide

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INTRODUCTION: OPERATIONALISING ABM

Personalisation has long been critical to marketing success. But amid an avalanche of content, decision makers are harder to reach than ever. Leads are qualifying later, and sales cycles are extending. Generic content promoted to mass audiences no longer suffices.

At the same time, we are in the age of the customer. Buyers are more sophisticated, more demanding and more active than ever. Engaging your customers and keeping them engaged is essential for business success.

As a result, Account-Based Marketing (ABM) has evolved into a crucial strategy for B2B marketers, offering a targeted, efficient and personalised approach to customer engagement.

ABM allows B2B marketers to harness the wealth of data at their disposal to individualise their communications much more closely than in the past. It enables the type of one-to-one content and messaging that was previously only possible in B2C.

Yet, effective personalisation is only possible if the underlying data quality, technology and process exist to support it. This guide answers the critical question: **How can businesses operationalise ABM to drive tangible outcomes in the real world?**



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WHY PERSONALISATION MATTERS IN B2B

Sales and marketing success has always been reliant on putting the right message in front of the right prospects at the right time. And now, B2B buyers expect the same level of personalisation as they do in consumer interactions.

Unlike traditional marketing, ABM allows for highly individualised engagement, previously only achievable in B2C. However, its success hinges on data quality. Bad personalisation, according to Gartner, is one of the fastest ways to lose customers.

Aggregating all targeting and activity data at the account level enables the type of highly targeted account-based experiences that marketers have long aspired to deliver. The challenge historically has been the lack of data to support personalisation at scale.

However, modern ABM platforms, intent data providers and AI-driven insights are closing this gap, making hyper-personalised B2B engagement a reality.

The ABM landscape is now evolving rapidly, with more businesses recognising its value in aligning marketing and sales to drive deeper, personalised engagement approaches.





Personalisation based on persona and other contact-level attributes is still crucial. For marketing to be effective, it must have a personal dimension. It's essential in building trust among decision makers and those all-important connections with potential buyers. However, the account is still the most important element of any B2B relationship. It's what the wider business is interested in after all. Yet, before the rise of ABM, data management focused much more on contact attributes than on the account. That reflected the overall marketing focus on lead generation.

B2B marketers know very little about the individual contacts in their database, largely because of routine employee turnover and the difficulty of properly tracking people across roles. Aggregating all targeting and activity data to the account level overcomes this problem. With the right data sources, marketers can learn a lot about their target accounts. That enables the type of highly targeted account-based experiences that everyone wants to see. People have been talking about replicating consumer style personalised experiences for years. Yet B2B marketers have lacked the data to deliver them – until now.





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OPERATIONALISING ABM – WHY NOW?

There are myriad playbooks already available that address the strategy behind ABM. Defining business goals, assessing your sales cycles and evaluating your tech stack are well-documented.

In this guide, we are more concerned with what to do once you've defined your strategy – ie, how do you actually make ABM happen.

Today's market has brought together a 'perfect storm' of trends, behaviours and technologies that have given us an unprecedented opportunity to put ABM strategies into operational practice.



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Trend shifts including...



*Increased adoption of
AI-driven insights.*



*Heightened demand
for hyper-personalised
engagement.*



*Growing integration of ABM
platforms with CRM and
marketing automation tools.*

...have given us great opportunities for...



Enhanced targeting: *Leverage
first-party and intent data to
engage high-value accounts.*



**Stronger sales and
marketing alignment:** *Shared
KPIs drive collaboration.*



Higher conversion rates: *Focused effort on best-fit
accounts reduces waste.*

...but have also created some core challenges around



Data management: *Ensuring clean,
actionable insights.*



Measurement: *Defining
success metrics beyond
traditional lead generation and
lead nurture approaches.*



Scaling ABM: *Expanding
personalised engagement
without sacrificing quality.*



THE PATH TOWARDS OPERATIONALISING ABM

Given the challenges and opportunities outlined above, it's critical to have a clearly defined roadmap towards ABM that allows you to finalise your approach, take the right steps at the right time, and make sure you've addressed any obstacles that may arise.

But it's important to note that three things must be in place BEFORE operationalisation:

1. ABM strategy

While we said we're not focusing on strategy in this guide, before you even begin to follow the steps below it's critical that your ABM strategy is clear.

Defining and agreeing on an ABM strategy is not simply a box-ticking exercise—it's the critical foundation on which successful account-based marketing programmes are built. A robust ABM strategy should be crafted in collaboration with key business stakeholders, ensuring alignment with organisational

objectives, market positioning and growth ambitions.

This process requires a deep understanding of your company's unique value proposition, target markets and sales cycles. By establishing clear priorities and measurable outcomes from the outset, your ABM strategy can act as a guiding framework, enabling cross-functional teams to focus resources on the right accounts, deliver tailored messaging and track progress against shared business goals.

The result is a more unified, agile approach that ensures every ABM activity is purposeful, scalable and geared towards driving tangible business impact.

To find out more about defining your measurement strategy, contact our team.



2. Sales and marketing collaboration

One of the cornerstones of successful ABM is the alignment and ongoing collaboration between sales and marketing teams. When these two functions operate together, they can jointly identify and agree on high-value target accounts, define common goals and develop cohesive messaging that resonates throughout the buyer's journey.

This unity eliminates silos and ensures that every touchpoint with a potential customer is intentional, relevant and guided by a shared understanding of what constitutes an ideal prospect. As a result, resources are allocated more efficiently, enabling both teams to focus their energy on accounts with the highest likelihood of conversion and long-term value.

Effective sales and marketing collaboration also supports more robust data sharing and insights, allowing both functions to make informed decisions and adapt strategies in real time. By synchronizing efforts – from account selection and engagement tactics to content creation and performance measurement – organisations can deliver a more seamless, personalised experience for their target accounts.

This alignment not only improves pipeline velocity and win rates but also strengthens relationships with key stakeholders within target organisations, ultimately driving greater revenue growth and sustained business impact.

To understand how to drive cross-functional sales and marketing collaboration, contact our team.





3. Data readiness

Ensuring your data is fully ready for ABM is paramount: the effectiveness of every subsequent step – account selection, segmentation, personalisation and measurement – relies on the accuracy, completeness and consistency of your data. If your data is fragmented, outdated or incomplete, your teams risk misidentifying high-value accounts, targeting the wrong contacts, or delivering irrelevant messaging that fails to resonate with decision-makers.

Inaccurate data can also lead to wasted resources, slower pipeline velocity and missed revenue opportunities. A robust data foundation empowers your marketing and sales teams to act with confidence, aligning their efforts around verified account intelligence and actionable insights that underpin the entire ABM programme.

To make your data ABM-ready, begin by conducting a comprehensive audit of your existing datasets, identifying and rectifying gaps, duplicates and inaccuracies. Standardise fields across systems to ensure consistency and enable effective segmentation. Enrich your data with relevant firmographic, technographic and intent signals, leveraging trusted third-party sources or AI-driven tools as needed.

Establish clear data governance protocols that outline ownership, regular cleansing routines, and update cycles, ensuring your databases remain current and actionable. By investing in these foundational practices, you can foster trust in your data and equip your teams to execute targeted, impactful ABM campaigns that are agile, measurable and scalable.

For support with getting your data ABM-ready, contact our team.





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SPOTLIGHT: ABM DATA READINESS

ABM data readiness

Data is complex. But it has a critical role in the success of your ABM activity, meaning you must spend time and resource in ensuring you can achieve full data readiness. Failing to get your data in the right shape before you begin is highly likely to impact the value of your ABM efforts.

There are four core elements to achieving data readiness:

**Define your
ICP**

**Map your
TAM**

**Discover
Buyer Intent**

**Collect the
Buying Group**



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ABM DATA READINESS: DEFINE YOUR ICP

A clearly defined Ideal Customer Profile (ICP) is central to marketing success. Many businesses are now turning to AI-driven propensity modelling to predict the accounts most likely to convert, based on historical data.

Why? The basic concept is that account tiering should be data driven based on an analysis of previously won opportunities. Using the resulting insights, it should be possible to predict the accounts that will most likely become customers. This does have limitations, particularly when trying to break into new markets. It will, however, provide the best possible chance of predicting which accounts are the best targets at any given time.





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ABM DATA READINESS: MAP YOUR TAM

Defining an ICP is just the first step. Businesses must also map their Total Addressable Market (TAM) to ensure they are targeting the right accounts. Merely acquiring a list of potential customers from a vendor is not enough. Selecting the right fields and attributes, particularly for enterprise accounts, is critical.

Why? Knowing who you are targeting and what pain points they face allows for more effective engagement. Furthermore, technographic and budget insights can enhance personalisation, though they should be used judiciously, as such data is not always complete or reliable.





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ABM DATA READINESS: DISCOVER BUYER INTENT

A key element of personalisation is timeliness. Identifying which target accounts are in-market at a given moment is crucial. Studies suggest that only 5% of an audience is actively buying at any given time.

Why? Successful ABM programmes integrate intent data to determine the buying stage of target accounts. The 'dark funnel' – the activity that occurs before a prospect interacts with a company – accounts for approximately 70% of the buying cycle. Platforms like 6sense aggregate intent data from multiple sources, offering marketers deeper visibility into account behaviour.





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ABM DATA READINESS: COLLECT THE BUYING GROUP

A key evolution in ABM is the focus on 'buying groups.' Traditional lead generation often centres on individual contacts, but ABM prioritises collective decision-making within an account. Scoring an account within an ABM framework should consider engagement across multiple stakeholders rather than a single high-activity individual. This shift reflects real-world purchasing behaviour and increases the likelihood of conversion.

Why? Taken together, a strong account propensity model and comprehensive intent framework allow for much deeper personalisation than was ever previously possible in B2B. However, that should not come at the expense of neglecting the contact database. Better lead qualification is still an essential part of any ABM strategy. It's just that the primary objective is to collect multiple leads for a single account and combine them all into one opportunity. This better reflects the way sales work compared to the traditional funnel.





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ABM DATA READINESS: KEY INSIGHT

For ABM to be successful, collecting as many contacts as possible within an account is vital. Land and expand is frequently among the aims of any campaign, not just to build awareness but also to help map out the buying group. When scoring an account within an ABM framework, a small amount of engagement by multiple buying group members is more important than a high level of activity from one individual. It indicates that the company is further down the funnel and much closer to a purchasing decision.



ABM IMPLEMENTATION: A ROADMAP APPROACH

With your ABM strategy, sales and marketing alignment and data readiness in place, operationalisation can begin.

Step 1: Build your Alignment and Reporting Framework

- Align ABM strategy to business objectives.
- Align sales and marketing on ICP and target account selection.
- Establish success metrics and KPIs.

Setting a robust ABM strategy begins with full alignment between leadership, sales and marketing teams on the overarching business objectives. This means identifying which accounts are most likely to drive revenue growth and why, then collaboratively defining your Ideal Customer Profile (ICP).

Clear communication is vital to ensure agreement on what constitutes a high-value account and to set realistic expectations around the timeframes for ABM success. Establishing success metrics and key performance indicators (KPIs) from the outset – such as engagement rates, account progression, or deal velocity – lays a measurable foundation for your efforts.

How? To move from strategy to action, regular cross-functional workshops or strategy sessions can help refine account selection and ensure all teams are invested in the approach. It's important to document your ICP criteria, target account lists and the rationale behind them. Regular review cycles allow for adjustments based on evolving market conditions or shifting company priorities, ensuring your ABM programme remains nimble and relevant. Communication protocols should be clearly defined so insights from both sales and marketing are continuously fed back into the strategy.



Step 2: Build the Databases and Lead Processes

- Integrate CRM, ABM platforms and marketing automation.
- Integrate data enrichment, intent data and predictive scoring.
- Leverage AI and predictive analytics tools where applicable.

Laying the groundwork for ABM involves creating comprehensive, unified data systems that seamlessly integrate your CRM, ABM platforms and marketing automation tools. Start by cleaning and enriching your current database – deduplicating records, standardising formats and filling in missing data where possible. Integrate third-party data sources for enrichment (such as company size, industry and technographics) and overlay intent data to uncover in-market signals. Predictive scoring models, powered by AI or advanced analytics, help prioritise the highest-potential accounts so resources are allocated wisely.

How? This element of the roadmap is by no means quick or easy to deliver. Establish clear processes for capturing and updating account and contact information, ensuring both sales and marketing teams have access to the most current and actionable data. Also establish the data points that will be used for reporting. Synchronise workflows so that when new contacts are identified within target accounts, they are automatically added to the relevant campaigns and tracked for engagement.

Agree hand-off processes between marketing and sales, as well as approaches for jointly working an account. Successful ABM requires a cross-functional approach. It's essential to have clear visibility into whom each function is targeting, when they are targeting them, and with what message.

Documentation of these processes is crucial for scalability and for troubleshooting issues as they arise. It's also necessary to enable effective reporting. A shared dashboard or BI tool helps teams monitor progress and quickly identify gaps in data coverage.



Step 3: Develop Content and Engagement Strategies

- Create personalised messaging for each stage of the buyer journey.
- Implement a multi-channel approach (email, social, events, direct mail, etc.).
- Ensure sales enablement with content to support the wider sales process.

The heart of effective ABM lies in creating highly personalised content and engagement strategies that speak directly to the needs, pain points and aspirations of each buying group. Begin by mapping content to each stage of the buyer's journey, ensuring a combination of thought leadership, case studies, product demonstrations and industry-specific insights. Leverage account-specific research to tailor messaging and use dynamic content tools to personalise emails, landing pages and ads. This granular approach ensures that every outreach feels relevant and compelling to its recipient.

How? This element of the roadmap may need specific digital content expertise to help you adopt a multi-channel engagement strategy that meets buyers where they are - combining digital channels such as email, social media and targeted advertising with offline tactics like events or direct mail.

Sales enablement is critical: arm your sales team with customisable templates, conversation guides and up-to-date collateral to nurture interest and accelerate deals. Continually analyse which content formats and channels drive the highest engagement within target accounts and double down on what works. Regular feedback loops allow for rapid iteration and improvement of engagement tactics.



Step 4: Execute and Optimise

- Launch pilot campaigns and measure results.
- Use land and expand to collect new contacts.
- Refine tactics based on engagement insights.

With strategy, data and content in place, it's time to bring your ABM programme to life through execution and ongoing optimisation. At this stage, it's important to have established dashboards for measurement. Reporting is a crucial element of optimisation, allowing you to understand what's working and what needs improvement so you can refine and adjust your approaches for ongoing optimisation.

How? Launch small-scale pilot campaigns to specific segments, closely monitoring performance across all touchpoints. Use engagement data from CRM and marketing automation tools to assess which messages and channels are resonating. Leverage AI-powered analytics to uncover hidden trends and surface accounts demonstrating increased buying intent. Encourage collaboration between sales and marketing to interpret this data and adjust tactics in real time.

Refinement is a continuous process: assess account progression through the funnel, looking for opportunities to "land and expand" within winning accounts by identifying new stakeholders or business units to engage. Iterate on your scoring model and engagement tactics based on campaign results and feedback from the field. Document lessons learned and compile best practices to inform future campaigns, ensuring each successive ABM initiative is more efficient and impactful than the last.



Step 5: Scale ABM Initiatives

- Expand successful campaigns to additional segments.
- Review target account selection based on engagement and profile changes.
- Continuously refine strategy with data-driven insights.

Once you've established a repeatable, data-driven ABM process, the next phase is to scale your efforts across additional segments, verticals or geographies. Agility is key here: being able to pivot your approach quickly is a key element of successful ABM. If needed, start small and then expand as you gain confidence in your approach and build momentum.

How? Start by analysing which campaigns or tactics delivered the strongest results, then replicate and refine those approaches for new account lists. Automated workflows and robust data integration become increasingly important at this stage, as does ongoing training for sales and marketing teams to ensure consistency and alignment. Make use of advanced segmentation and predictive analytics to target emerging high-value accounts.

Continuous improvement is key: set up regular reviews to assess progress, update ICP criteria based on market feedback and refine campaigns in response to changes within target accounts. As your ABM programme grows, invest in additional tools and platforms – such as enhanced analytics, third-party intent providers or AI-driven orchestration – to further optimise targeting and engagement. The ultimate goal is a sustainable, scalable ABM engine that reliably drives revenue growth and delivers exceptional customer experiences across your entire addressable market.



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YOUR ABM TECHNOLOGY TOOLKIT

To build a robust and scalable ABM engine, it's essential to purposefully combine a suite of targeted marketing tools. Each layer of technology plays a unique and complementary role, driving precision, insight and efficiency throughout your ABM lifecycle.

The technology stack you create – or already have in place – will vary depending on your organisational structure – and with the wealth of technologies available, the choice can seem overwhelming.

Zeroing in on what you need your technology to deliver – what your objectives are – helps to direct your choice of platforms and tools.



The key elements of your ABM toolkit are likely to include:

CRM: The source of truth for account and contact data, enabling segmentation, tracking and measurement across teams. These include tools such as HubSpot, Microsoft Dynamics 365 and Salesforce.

Marketing Automation: Automate campaign delivery, nurture leads and ensure seamless data flow between marketing and sales. Tools to consider include HubSpot, Marketo and Salesforce Pardot.

ABM Platforms: Centralise targeting, personalisation, orchestration and measurement of ABM campaigns. Tools such as 6sense, Demandbase, and Terminus help scale efforts here.

AI-powered scoring: Identify engagement trends, predict high-intent accounts and optimise campaigns in real time. Examples include 6sense and Demandbase.

Intent data providers: Identify accounts actively researching relevant topics, enabling timely and relevant outreach. Tools such as 6Sense, Demandbase and DemandScience are relevant here.

Data enrichment: Fill in missing firmographic and contact details for better segmentation and personalisation. Tools include Clay, Cognism and HG Insights.

BI: Aggregate, visualise and analyse ABM performance metrics for data-driven decision-making. Consider options such as Domo, PowerBI and Tableau.

AI SDR and Outreach: Streamline and personalise sales outreach, track conversation quality and improve engagement rates. Examples include Gong, HubSpot, Outreach and Salesloft.



AN INTEGRATED ABM TECHNOLOGY APPROACH

Selecting the right tools to deliver an appropriate, integrated tech stack forms the backbone of any ABM programme – tracking, targeting, engaging and measuring at scale.

By aligning technologies, you create a feedback loop that refines your audience, messaging, and tactics for ongoing growth and success. This integrated approach ensures you deliver success with:

- **Data foundation:** CRM and data enrichment platforms ensure you're working with reliable, up-to-date information on your target accounts and contacts.
 - **Targeting and orchestration:** ABM platforms, intent data and AI-powered analytics pinpoint which accounts to prioritise and when, orchestrating personalised campaigns across channels.
 - **Engagement and delivery:** Marketing automation tools manage multi-touch engagement, while AI SDR/outreach platforms help sales connect effectively with high-value accounts.
 - **Measurement and optimisation:** BI tools centralise insights, reporting on everything from engagement metrics to revenue impact, thus enabling continuous improvement.
-



MEASURING THE BUSINESS IMPACT OF ABM

When a robust ABM programme is implemented, the business benefits are both tangible and far-reaching. They include, but are not limited to:

Higher deal values: A focus on best-fit accounts leads to larger contracts.

By concentrating resources on carefully selected, high-potential accounts, organisations are able to pursue larger contract opportunities. The tailored nature of ABM enables deeper understanding of account needs and pain points, resulting in more compelling value propositions and, ultimately, increased deal sizes.

Improved deal velocity: Targeting at the right time speeds engagement.

ABM accelerates deal velocity by enabling sales and marketing teams to focus their efforts on high-potential accounts. This targeted approach fosters faster engagement, shortens sales cycles and helps move opportunities

through the pipeline more efficiently.

Higher conversion rates: Targeting with the right message at the right time drives positive response.

By delivering highly personalised messaging and engaging only the most relevant accounts, ABM increases the likelihood that targeted prospects will respond positively and advance through the sales funnel. This focused approach results in significantly higher conversion rates compared to traditional broad-based marketing tactics.

Improved customer lifetime value (CLV): Personalised engagement fosters long-term relationships.

ABM nurtures customers by delivering consistent, personalised engagement at every stage of the customer journey. This ongoing relevance builds greater trust and loyalty, which translates into higher retention rates, expanded product



adoption and opportunities for upselling and cross-selling within existing accounts.

More efficient marketing spend:

Resources are allocated to accounts with the highest ROI potential.

Traditional marketing approaches often cast a wide net, but ABM ensures that budgets and resources are focused on accounts most likely to yield returns. By identifying and prioritising best-fit targets, teams minimise wasted effort and optimise every touchpoint for maximum ROI. This efficiency not only improves pipeline quality but also justifies continued investment in ABM initiatives.



To ensure that ABM programmes deliver on their promise, it's crucial to track a range of both quantitative and qualitative metrics.

Of course, the impact of ABM on your own organisation will be tightly aligned to the core values, goals and metrics that you set out within your ABM strategy at the start of your ABM process.



Success must therefore be measured by business-specific KPIs, but these can be broadly grouped as follows:

- **Engagement metrics:** These signals help assess the level of interest and involvement from targeted accounts, enabling teams to fine-tune messaging and tactics for greater resonance. Monitor key indicators such as email click and response rates, website visits, content downloads, event participation and time spent on site.
- **Pipeline influence:** Evaluate how ABM activities contribute to pipeline generation, progression and closed-won revenue. This includes tracking sourced and influenced opportunities, measuring the velocity of deals and understanding which ABM touchpoints have the greatest impact on decision-makers within target accounts.
- **Account penetration:** Gauge the extent to which your organisation is building and expanding relationships within each target account. This can be measured by the number of stakeholders engaged, the breadth and depth of conversations and the ability to move beyond initial contacts to influence strategic decision-makers across departments and business units.

Taken together, these business impacts and measurement strategies provide a comprehensive view of ABM success. Consistent analysis not only demonstrates ROI but also provides insights for ongoing optimisation – ensuring your ABM programme remains agile, data-driven and aligned with evolving business objectives.



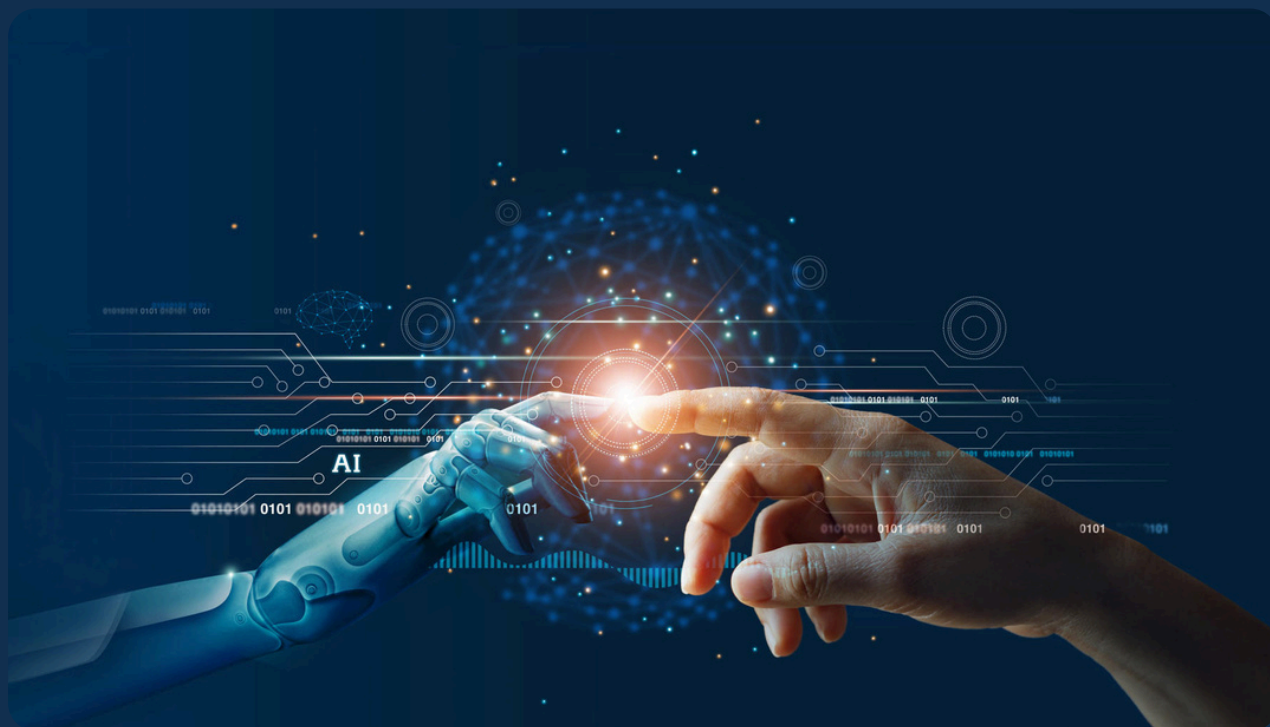
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AI – A GAME-CHANGER FOR OPERATIONALISING ABM?

AI is quickly revolutionising ABM by enabling predictive analytics, automated personalisation and intent-based targeting. Traditional predictive scoring has evolved into AI-driven propensity modelling, making lead qualification more precise and actionable.

By integrating AI into your ABM approaches, you have the potential to unlock even greater ABM performance. But it's important to understand where and how AI can help – and this will vary for every organisation based on overall goals, existing technologies, team structure and so on.





AI considerations for your ABM strategy:

Data-driven account selection

AI algorithms process vast datasets – firmographic, technographic and behavioural – to refine your Ideal Customer Profile (ICP). Machine learning models highlight accounts with the highest conversion potential, allowing teams to prioritise outreach and craft messaging that resonates with each segment.

Predictive scoring

Traditional lead scoring is now supercharged by AI, which leverages historic data and real-time engagement signals to assign dynamic propensity scores. This precision ensures that SDRs and marketers invest their efforts where they're most likely to move the needle, shortening sales cycles and boosting win rates.

Intent data utilisation

AI aggregates and interprets intent signals from across the web – search behaviour, content consumption, social interactions etc – to reveal which accounts are actively researching relevant solutions. This enables proactive outreach, tailored to prospects' current needs and interests, and helps teams engage buyers at the optimal time.

AI-powered chatbots

Intelligent chatbots and automated email sequences personalise engagement at scale. AI analyses previous conversations and content interactions to deliver contextual, relevant responses, ensuring leads receive timely information and a smooth handoff to human sales when needed.



AI-enabled Sales Development Representatives (SDRs)

Solutions such as Gong and other AI-powered platforms have transformed how SDRs identify, engage, and qualify high-value accounts. These automated outreach tools continuously analyse conversations, surface actionable insights and recommend the next best actions, ensuring no opportunity is overlooked. AI can listen to calls, scan emails, and flag buying signals, enabling human representatives to be more effective and focused in their outreach.

Hyper personalisation at scale

With AI, what was once possible only with dedicated 1:1 ABM can now be delivered across hundreds of accounts. Algorithms segment audiences, recommend content and tailor campaigns automatically, driving deeper relationships and higher response rates without overwhelming your teams.

Performance optimisation

Continuous feedback loops powered by AI allow for rapid experimentation and data-driven decision-making. AI surfaces the tactics, channels and messages that deliver the highest engagement and ROI, empowering teams to iterate quickly and keep their ABM programmes ahead of the curve.

By weaving AI throughout your ABM operations, your organisation can unlock new levels of efficiency, insight, and personalisation, ensuring every touchpoint is purposeful and every opportunity is maximised.



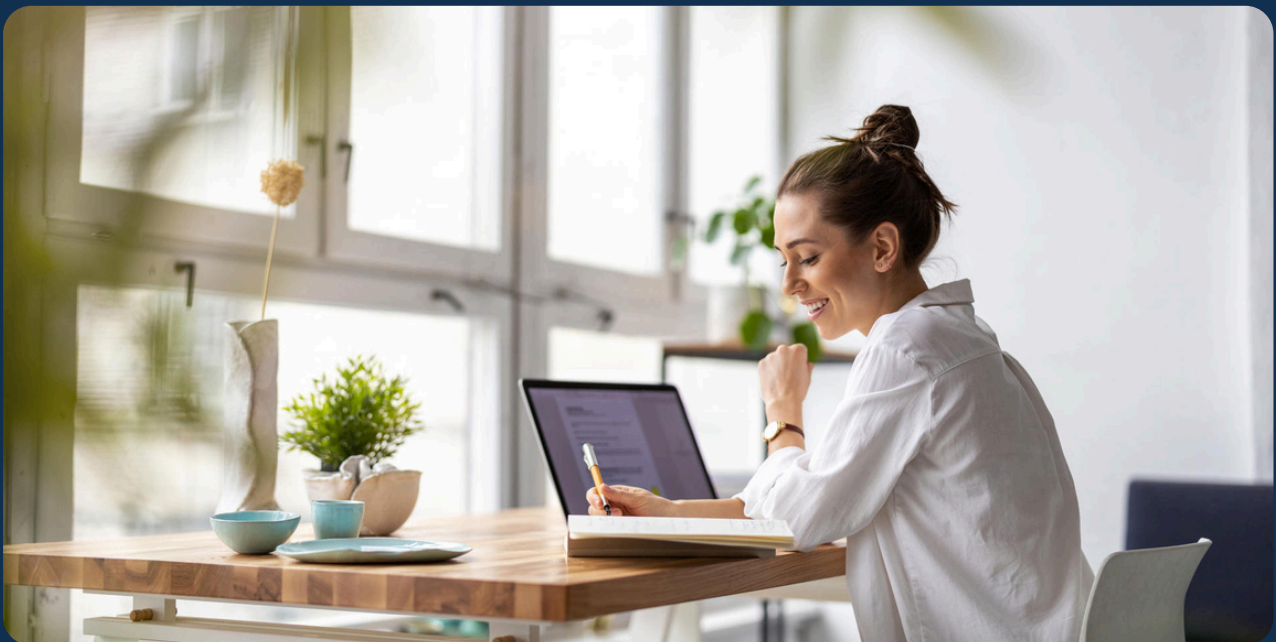
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WHY WAIT TO START YOUR ABM JOURNEY?

ABM is no longer just a marketing strategy; it's an operational imperative for B2B success. By leveraging AI, data-driven personalisation, and a structured implementation roadmap, organisations can drive higher engagement, efficiency, and revenue growth.

In this eguide, we've explored how ABM can drive B2B growth in a way that simply can't be achieved by more traditional marketing approaches. At each stage, we've emphasised the importance of combining clear strategy with practical execution and the transformative impact of artificial intelligence.





The key takeaways for your organisation are as follows:

- **Lay the right foundations:** Success begins with strong alignment – defining your Ideal Customer Profile (ICP), rallying marketing and sales around shared objectives and establishing transparent processes to ensure everyone is working towards the same goal.
- **Focus on precision targeting:** Leveraging robust data sources and intent signals empowers your team to identify high-potential accounts. Effective segmentation and research underpin every impactful campaign.
- **Personalised engagement at scale:** The tech stack and tools you employ, including appropriate AI-driven automation, are critical to delivering relevant, contextual experiences to hundreds of accounts without losing the touch of personalisation.
- **Continuous improvement:** Real-time analytics and consistent feedback loops are essential for continual refinement, while also encouraging a culture of experimentation. Teams can optimise tactics, channels and messaging to keep ABM efforts agile and effective
- **Operational excellence:** Embedding best practice – and refining that practice – throughout every aspect of your ABM programme, drives success and allows your organisation to unlock new revenue streams, as well as boosting efficiency, deepening insight and maximising every opportunity for engagement and revenue growth.

Together, these pillars equip your organisation to deliver ABM programme that are both scalable and hyper-personalised. With a structured roadmap and a commitment to data-driven innovation, you're poised to turn key accounts into lasting partnerships and drive measurable business impact.



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OPERATIONALISING ABM IN YOUR REAL WORLD

Start implementing your ABM strategy today – align teams, refine your ICP, and leverage AI-powered insights for impactful engagement.

For more insights and personalised guidance, contact the CRMT Digital Team.



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