5 Reasons Why Account-Based Experience (ABX) Matters

1. Like ABM, ABX sells to the account rather than the lead with an account-based strategy, meaning when you sell to the account you're focusing on the buying committee.

2. ABX lets us work with modern buyers on their terms: like ABM, ABX sells to the account not to the lead. ABX resolves this dilemma by using AI to identify when buyers are showing intent and engagement across first and third-party platforms — which in turn offers precision and targeting of Account-Based Marketing.

3. Unlike ABM, ABX explicitly brings all customer-facing teams — Sales, SDR, Marketing, and Customer Success — together to deliver a coordinated experience to accounts. ABX is as important as its products or services.

4. In ABX, we reach buying teams during the entire buying journey — when they need to be engaged with them, or when they don’t. We want to respect our buyers and not interrupt them with unwanted outreach. ABX is a customer-centric rethinking of an account-based go-to-market — it’s a customer-centric rethinking of an account-based go-to-market.

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Types of Data That Show Intent

- 70% Improved retention
- 90% Improved sales
- 44% Improved sales velocity
- 53%

Formed opinion

- 10.4

Early in the journey, focus on building the experience

- 4

Move from emotion to logic with thought leadership

- 4

Engage the entire buying committee and use relevant content

- 2

Use deep insights to ensure each interaction is relevant and useful enough to be worthy of the account’s attention.

- 2

Qualified

Badge

Engaged

Campaign

Customer

Provide

84%

84%

4

57%

84%