

How Technology Solutions Align to Account-Based Experience, for a Complete B2B Go-To-Market Strategy



1. Build

CRM



Marketing Automation



Customer Data Platform (CDP)



Email and Calendar Logging



Account ID/Deanonymization



Lead to Account Matching (L2A)



Data Integrity Providers



2. Find

Intent Data



Account Data



Technographic Data



Contact Data



Predictive Analytics



3. Engage

Understand

Account Profiling



Account Planning



Sales Triggers



Personalize

Content Hubs



Personalized Videos



Advertise

Account-Based Advertising



Social Advertising & Search

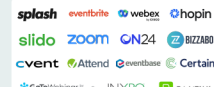


Content Syndication

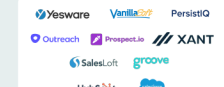


Interact

Live & Virtual Events



Emails/Sales Engagement



Chat



Direct Mail & Gifting



Website Personalization



Orchestrate

Segmentation & Account-Based Orchestration



4. Close

Sales Insight



5. Measure

Account-Based Analytics



*Technology is constantly growing and adapting! This graphic illustrates some of the most common B2B technology vendors as of 2021. So while this may not be a complete representation, we think it's a pretty good one.