Demandbase

eBook

Smarter Go-To-Market™ Powered By Account Intelligence

It happened. The world went digital. And even though many organizations are still scrambling to get on board with the new B2B buyer journey, you can find a path to a Smarter Go-To-Market™. Account Intelligence is here to save the day.

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The Old B2B Story

Picture this.

Your go-to-market is fragmented.

The information you need to target your ideal accounts efficiently is scattered across your systems and processes (or just plain hidden, such as buyer intent).

As a result of the broken and incomplete data, your sales and marketing teams have account blindness. They have no choice but to make hunch-based decisions.

It doesn't matter how much training you've put them through. They will end up spamming prospects (and maybe even existing clients) because they don't have the intelligence-based insights to guide them.

Ringing any bells?

This isn't just your story. Unfortunately, it's been the reality of all B2B sales and marketing organizations for way too long.

"Thirty-seven percent of marketers waste marketing spend as a result of poor marketing/media data quality. About 35 percent suffer from inaccurate targeting."
– Forrester Consulting

We're living in an era of unprecedented technology acceleration. So, surely, there must be something that can help make sense of this mess, right? We've all heard that "there's an app for that," so where is that something for this?

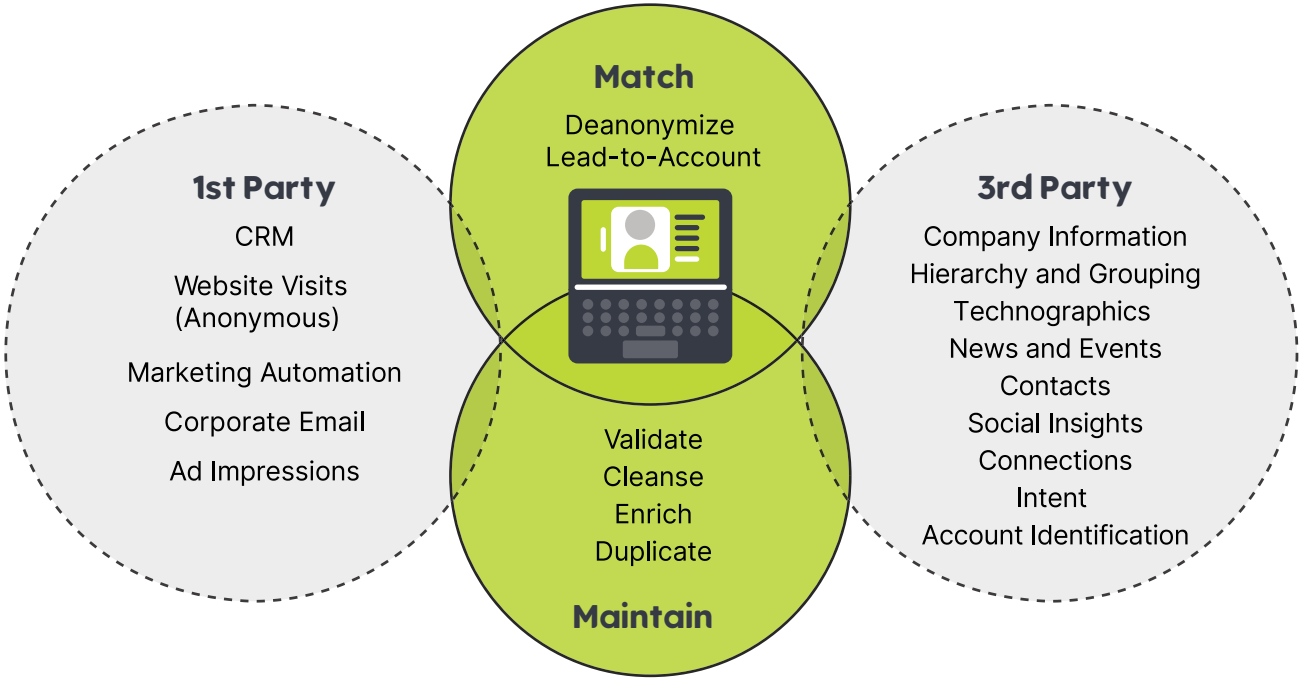
We know just the thing — it's not an app, but you can certainly (app)ly it to your go-to-market strategy.

It's called **Account Intelligence.**

Let's talk about what it is, how you can get your hands on it, and most importantly, how to activate it.

Account Intelligence is the amalgamation of a multitude of B2B data (pulled from your first-party data combined with third-party insights) that, when deployed, enables your marketing teams to see opportunities earlier, progress deals faster, and drive growth further.

There's a lot that goes on behind the scenes to transform raw data into Account Intelligence, but this is a good starting point—knowing what's what and how it comes together.



Let's go into a bit more detail about each data type.

The five types of first-party data

You know you have a lot of data and know where it is, but maybe you don't know how to bring it together to read like a cohesive story of your buyer journey.

Here are the five types of first-party data that are at your fingertips:

1. **Your customer relationship management (CRM)** system is rich in bottom-of-funnel data like leads, opportunities, wins, and revenue.
2. **Your marketing automation software (MAS)** tracks digital behaviors like email opens and campaign responses.
3. **Your corporate email and calendar** have a goldmine of useful data insights, like meetings, new contacts, and email addresses.
4. **Your website data** is probably plentiful and most likely hiding many unknowns that you need to deanonymize if they are to be of any use.
5. **Your advertising metrics** are loaded with impressions, clicks, and all sorts of top-of-funnel engagement markers.

All of this data needs to be validated, cleansed, matched, enriched, and regularly updated to have **data integrity**. Most businesses don't have this process as established and automated as they'd like (or should).

Most marketing teams take whatever jumbled information they can pull from their siloed sources. Account blindness leads the most capable teams to build campaigns with many unknowns and a dash of hope for the best outcome.

"A sound strategy not this is."
— Yoda (might have said)

The nine types of third-party data

While you need (and have) the first-party data to create your go-to-market strategy, there's a whole other category of insights you might not be tapping into — third-party data. Here's what many B2B marketers are missing:

1. **Company information:** What is the annual revenue range of your target account? How many employees are currently working there? What market segments and industries do they operate within? Where are they located?

   This information is key to sales and marketing teams because it allows them to manage territories more effectively and accurately define their total addressable market.

2. **Hierarchy and grouping:** Is your target account a subsidiary of a larger company? How does the parent company manage the operations? What other entities are in the mix?

   Awareness of corporate structures and families can help you develop multiple pathways into an account and identify cross-sell opportunities. For example, do you already work with a sister company? Should you aggregate engagement across the hierarchy to engage the parent?

3. **News and events:** Has your target account been in the news recently? Are there any awards, business relationships, mergers, or acquisitions that could make a difference in your approach?

   Market intelligence (specifically, these business insights alerts) can provide a deeper perspective to better understand investments, organizational restructuring, regulatory filings, and the larger total addressable market.

4. **Technographics:** What is your prospect's existing technology stack? Do you know their current hardware and software capabilities? Do you have insights into their technology adoption behaviors and what technology they are likely to purchase next?

We could talk at length about how technographics serve as one of the essential pieces of information when selling to businesses (and we have, we really have), but this is an excellent opportunity for you to hear directly from our VP of Go-to-Market for Data Cloud (and in-house technographics expert), **Asher Mathew.**

5. **Contacts:** Do you have a way to identify decision-makers and key influencers at companies? (This would include name, function, job level, title, demographics, location, social networks, and contact information like email and phone number.) Most businesses don't, which leads them to spend money on databases that are most likely not compliant with privacy regulations.

   At Demandbase, we continually update our contact data as new information becomes available from our more than 40,000 structured and unstructured privacy-compliant data sources, which includes user contributions validated by our data research team.

6. **Social insights:** Are your existing tools set up to provide timely, relevant, and personal information by monitoring your prospect's social media activities and blog posts?

   Social media networks have opened a new channel for finding and engaging with leads. There are multiple interesting statistics about how sales and marketing teams leverage social platforms to engage with contacts in more relevant ways. One statistic worth highlighting states that 84 percent of C-level executives employ social media for information to help in their purchasing decisions.

7. **Connections:** We've all heard that success generally comes from "connections, connections, connections." It's no different with data. This data type combines relationship networks that aggregate personal, social, professional, and alumni contacts.

   Relationship intelligence allows marketing and sales teams to leverage networks of connections, both inside and outside of an organization, making a world of difference in introductions.

8. **Intent:** Have you managed to zero in on online activities of accounts (or buying committees) to capture their key first moments of interest? Intent data indicates an account's current level of interest in your company or category.

   Intent data uses artificial intelligence to track online activity to identify the topics that companies are actively interested in consuming online and, most importantly, it can indicate when an account is in-market.

   There are two types of data you will see within intent insights:

   - **Baseline levels** show what an account is interested in
   - **Surging trends** indicate when an account is in-market

   There's a wealth of content around intent in The Clear & Complete Guide to Smarter GTM™ with a section dedicated to it starting on page 76. Be sure to check it out!

   Intent data is vital for finding in-market accounts, identifying if they are a good fit, and determining relevant topics (for both specific accounts and your entire target account list).

9. **Account identification:** Do you have the tools to effectively deanonymize traffic as a sign of interest? Have you ever spent resources on personalizing an experience to the wrong account? Ouch. We've all been there. Account identification analyzes traffic on your website and across the web to determine the accounts visiting web pages to measure traffic activity and provide you the insights to know whether you're showing them what they're looking for.

   Account identification is the key to unlocking our advertising and web personalization power by deanonymizing your unknown data points.But be careful. When vendors focus on match rate at the expense of accuracy, you may encounter false positives, which increase inefficiencies (and will lead you down the wrong path going after uninterested accounts). Conversely, with false negatives, you'll miss the intent signals that come from key accounts.

Pssst! We also have this great piece that recounts **our journey with account identification.**

More is More, and You Need It

More intelligence means a Smarter Go-To-Market™ approach.

If your marketing and sales teams could act on all you know (or on all the insights you haven't yet uncovered from your siloed data), they'd run circles around the competition.

On the other hand, a lack of Account Intelligence leads to account blindness, hunch-based decisions, and omni-spam.

...But (there's always a but)

Before you head out into the world collecting data, remember one key best practice: Data ethics and privacy need to be at the forefront of your Account Intelligence efforts.

With data privacy and protection regulations like GDPR at play, how do you make sure that your Account Intelligence is sourced ethically while following the best practices of data privacy?

Always check your sources.

For example, at Demandbase, we consider several factors for our data strategy. First, we focus on both the scale and depth of the key relevant data we collect. Second, we deploy proprietary AI (as well as machine learning text analysis) in a multi-step, compliant approach.

There's another data value to consider, and that is data integrity. **Let's explore why.**

No ifs, ands, or bots

If you haven't been able to extract as much value from your systems as you would like, blame incomplete data.

Chunks of nonsensical prospect details tend to sit untouched for years until it's time to do a data migration, or compliance comes knocking due to issues with data regulations like GDPR and the like.

For data to have integrity (also called clean data), it should be accurate, reliable, and rich.

How do you get your hands on clean data? This is a great question to ask when vetting data providers.

For instance, our methodology matches your first and third-party data, deanonymizes all the unknown data points, runs your lead-to-account matching and connecting, and takes care of these five steps in the process:

- **Validate:** Run email validations on all your CRM contacts and leads.
- **Match:** Gather all the known and anonymous behavioral data and match it to the right account
- **Cleanse:** Prioritize hygiene for your data (should be done at least twice per year, or ideally, every quarter)
- **Enrich:** Fill in missing fields and append technographic data
- **Deduplicate:** Remove duplicates and append missing data

By having your data automatically run through this process, you get the highest level of data integrity.

After all, you don't want to be a statistic:

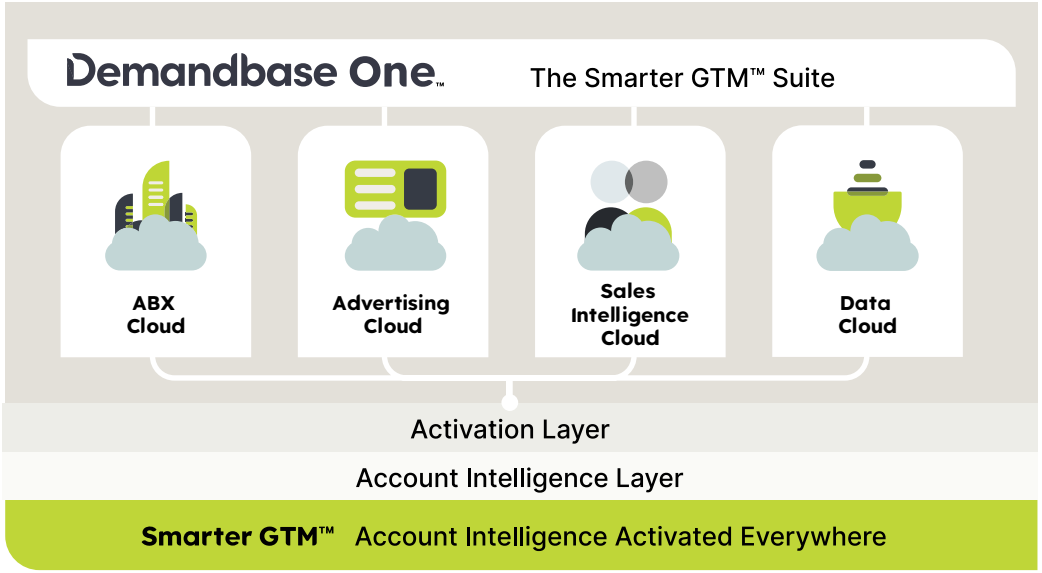
- 70% of your data can be incorrect after a year without intervention
- 25% of the average B2B database is inaccurate at any given time
- 1 in 4 contacts has a bad email address, incorrect title, wrong phone number, or no longer works at the company listed

Turning Your Intelligence Into Action

Now that you have gotten to know the ins and outs of Account Intelligence and how it can help remove account blindness from your GTM — and stop you from doing things like spamming prospects — it's time to inject it into your entire organization (or you can also take baby steps and do it by focus areas, we don't judge).

Just remember: Intelligence without action is insufficient, so you now need to activate that intelligence.

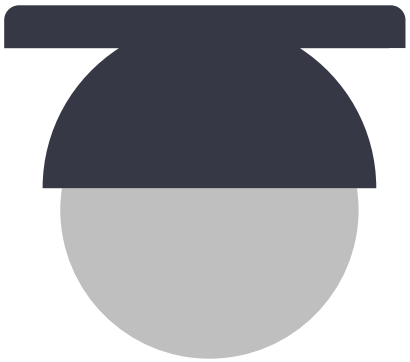
Take a look at how we view the ultimate activation potential of Account Intelligence at Demandbase:



Together, the Account Intelligence and Activation Layers create Demandbase One™, our complete solution for intelligence and action for your Smarter Go-To-Market™. We believe Account Intelligence is such a powerful ally in the GTM strategy building process that it should be activated in multiple ways.

So let's put into context how you can activate Account Intelligence in your business.

Is Your GTM Smarter Than a Fifth Grader?



We started this eBook with a storyline that would give most B2B professionals nightmares, yet it's the reality for most businesses.

Now let's flip that narrative on its head, injecting Account Intelligence into the go-to-market strategy. Here's what you'd get instead:

- **Want to help your salespeople in their prospecting and to close more deals?** Empower your SDRs, AEs, and everyone on your sales team with the insights from the Sales Intelligence Cloud on the in-market accounts that will make for the best opportunities.
- **Want to run more effective ads?** Give your advertising campaigns a much-needed boost with the Advertising Cloud and enable your marketing team to personalize the buyer journey for your prospects.
- **Want to design, execute, and measure better account-based programs?** Give your sales and marketing teams the visibility they need with the ABX Cloud. With this solution, they will orchestrate cross-channel campaigns, providing world-class content experiences to all of your accounts across the buyer journey.
- **Want to make your existing systems smarter?** Provide your analysts and data warehouse team with high fidelity data and insights from the Data Cloud that makes for impactful and actionable reports and analytics.

With a Smarter GTM™ powered by Account Intelligence, all of those smart people in your teams can do really smart things — and wipe out the competition in the process.

Writing Your Own Story

The B2B buyer's world is digital. B2C is already there, and B2B has caught up to meet it.

According to Gartner, "77% of B2B buyers state that their last purchase was very complex or difficult." [2]

Make it easier for them. With the right insights, you can respond to your buyers' needs with content experiences that help drive their purchase decisions across their journey — even before their first conversation with your sales team.

Smarter GTM™ powered by Account Intelligence makes every step of the B2B buyer's journey, well, smarter.

Works Cited

[1]Forrester Consulting. "Why Marketers Can't Ignore Data Quality." A report commissioned by Marketing Evolution. https://www.marketingevolution.com/why-marketers-cant-ignore-data-quality. Accessed January 13, 2022.

[2]Gartner. "New B2B Buyer Journey and Its Implications for Sales." https://www.gartner.com/en/sales/insights/b2b-buying-journey. Accessed January 13, 2022. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

Demandbase

Demandbase is Smarter GTM™ for B2B brands. We help marketing and sales teams spot the juiciest opportunities earlier and progress them faster by injecting Account Intelligence into every step of the buyer journey and orchestrating every action. For more information about Demandbase, visit: www.demandbase.com.