

The image features a solid blue background. At the top, there is a large, bold, white sans-serif font that reads "GET IT WITH APM". Below this, centered in the middle of the page, is a large, bold, orange sans-serif font that reads "Flex your muscles with Account-Based Marketing". The overall design is clean and professional, using a high-contrast color scheme.

B2B marketers see better results with ABM over a traditional go-to-market approach.

86%
see improved

80%
see greater

76%
feel ABM

*TOPO ABM Be

“The first time I saw the film, I was deeply moved by its power to move people. I was also struck by the way it was shot, edited, and presented. The film has a powerful impact on the viewer, and I believe that it can help to change attitudes and behaviors towards the environment. I am grateful to the filmmakers for their vision and dedication to creating such an important work.”

Retention Report 2019

the first time in history that the United States has been involved in a war of aggression against another nation. The United States has violated the principles of justice and freedom which it claims to stand for. The United States has violated the principles of justice and freedom which it claims to stand for.

Higher ROI

doesn't end

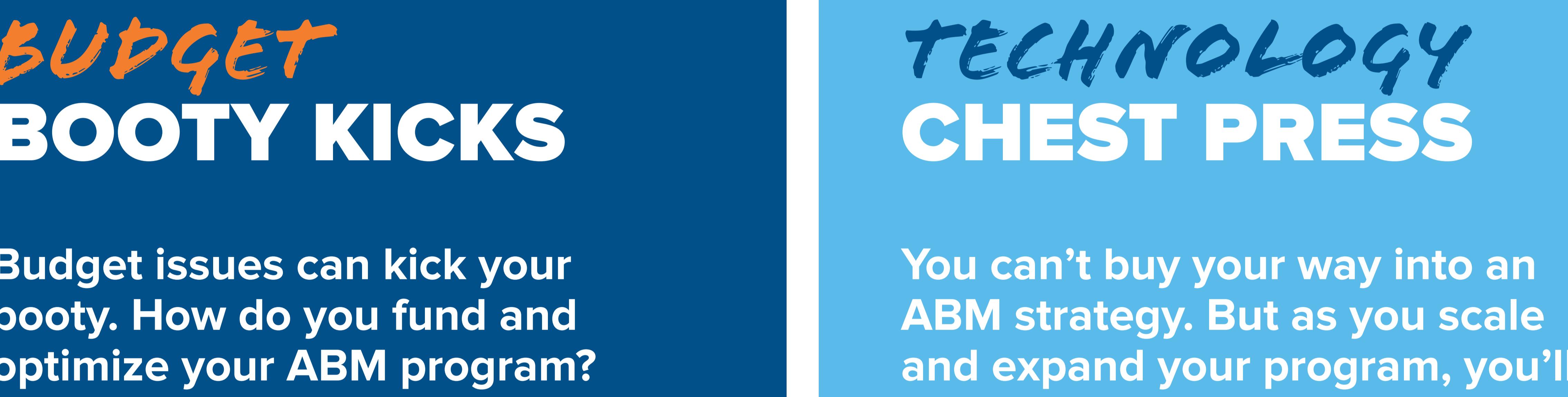


ALIGNMENT

An illustration of a person performing a backflip. The person is shown in mid-air, with their body arched and legs tucked. They are wearing a yellow shirt, dark blue pants, and orange sneakers with white soles. The background consists of large, abstract shapes in shades of blue, grey, and yellow, suggesting a dynamic or dreamlike environment.

A stylized, colorful illustration of two women in a dynamic, flowing pose. The woman on the left has short black hair and is wearing a yellow sleeveless top; her body is angled away from the viewer. The woman on the right has dark skin and short dark hair, wearing a green sleeveless top; she is leaning forward with her arms extended. They appear to be performing a synchronized dance or movement. The background is a solid blue color.

The image shows a horizontal banner with a light blue gradient background. At the bottom left, there is a solid dark blue rectangular bar. In the center, there is a thin, horizontal gold bar. The rest of the banner is a lighter shade of blue.





2. Use innovation budget
3. Partner with other teams

Other initiatives

5. Shift budgets

A stylized illustration of a hand emerging from a green sleeve, holding a white envelope with a red seal. The background is a solid blue color.

A minimalist illustration featuring a person's lower leg and foot. The leg is dressed in a light green sock and a pink cuff, ending in a white sneaker with a grey sole. The foot is positioned as if walking on an orange surface, which is set against a solid dark blue background. The overall style is clean and modern.

- # TARGET

A Target Account strategy. It aligns revenue goals.



What technologies are core to programs? What do you still need to execute your strategy?

A stylized illustration of a person lying down, viewed from the side. The person has dark blue skin, dark hair, and is wearing an orange and blue outfit. They are resting their head on a grey rectangular object, possibly a piano keyboard, which is supported by two black legs. The background is a solid light blue.

The image features a blue background with a white horizontal bar near the top. On the left side of the blue area, the number '67' is written in a light blue, textured font. To the right of '67', the word 'BURPEE' is written in large, bold, white capital letters. In the bottom right corner, there is a small, stylized illustration of a woman with brown hair, wearing a pink top and red pants, performing a burpee exercise with her hands on the ground.



The image consists of a uniform, solid blue color covering the entire frame. There are no discernible features, text, or other elements present.

The image features a solid blue background. At the top, the words "Marketing Analytics" are written in a large, bold, black font. Below this, a white horizontal bar contains the text "Mastering marketing analytics, and ABM analytics in particular, is associated with a". To the right of this text, there is a simple cartoon illustration of a man's head, showing the top of his hair and forehead. The overall design is clean and professional.

teams, including exceeding growth plans and increased budgets—and it's easier than you think.

metrics. What leading and lagging indicators will you need in each bucket?



The image consists of a solid orange rectangle. In the bottom-left corner, there is a white, rounded triangular shape that extends from the bottom edge towards the center. The rest of the image is filled with the same orange color.

DEMANDBASE