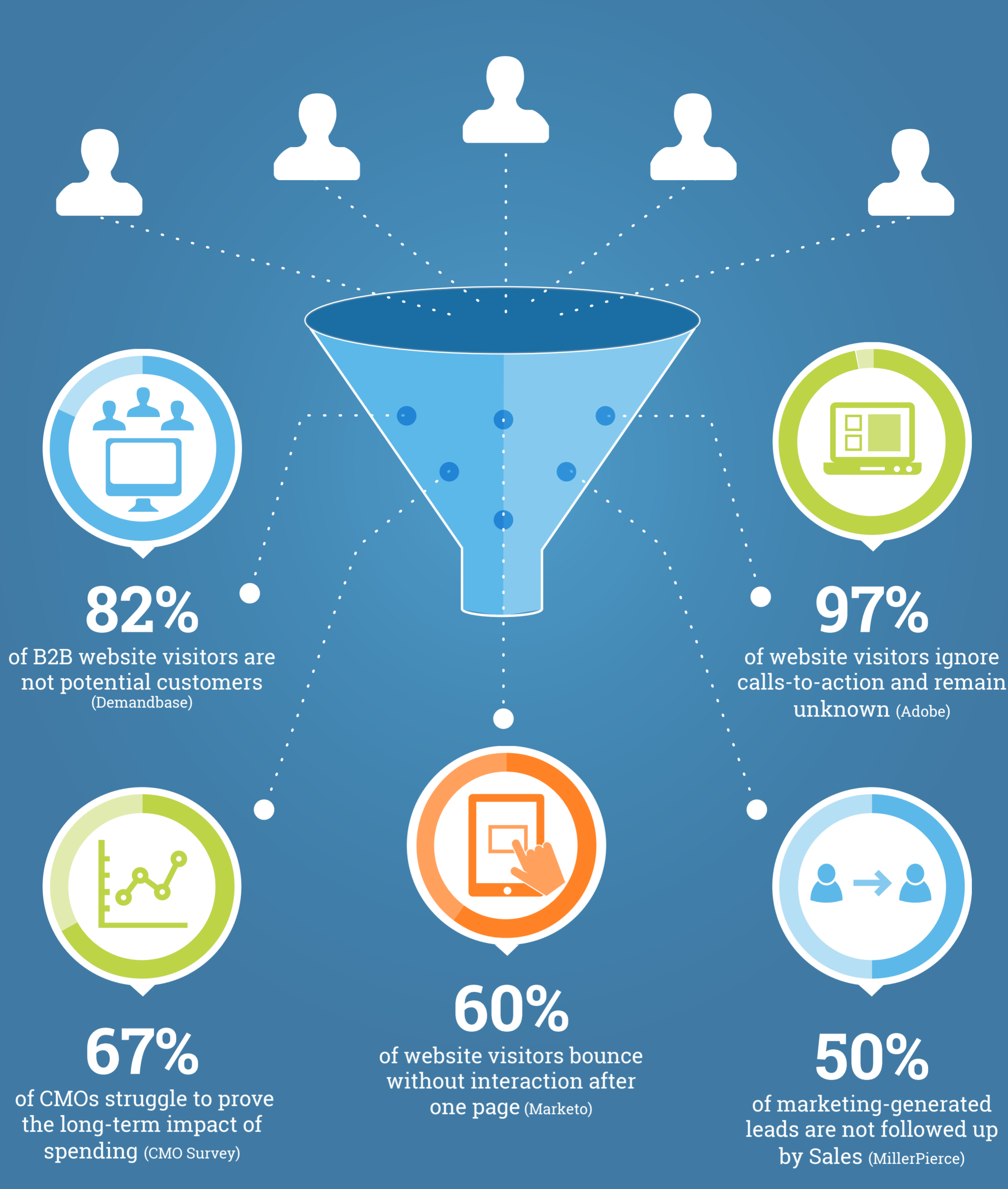


The Rise of Account-Based Marketing in B2B

Why more and more B2B marketers are investing in ABM

Challenges B2B Marketers Face



So what are marketing leaders doing to address these challenges? They're turning to Account-Based Marketing (ABM)



What is Account-Based Marketing?

Account-Based Marketing is a set of products and services that enable B2B marketers to identify and target the accounts they value most.



In its simplest form:



Identify the accounts that matter the most to your business



Market to those accounts



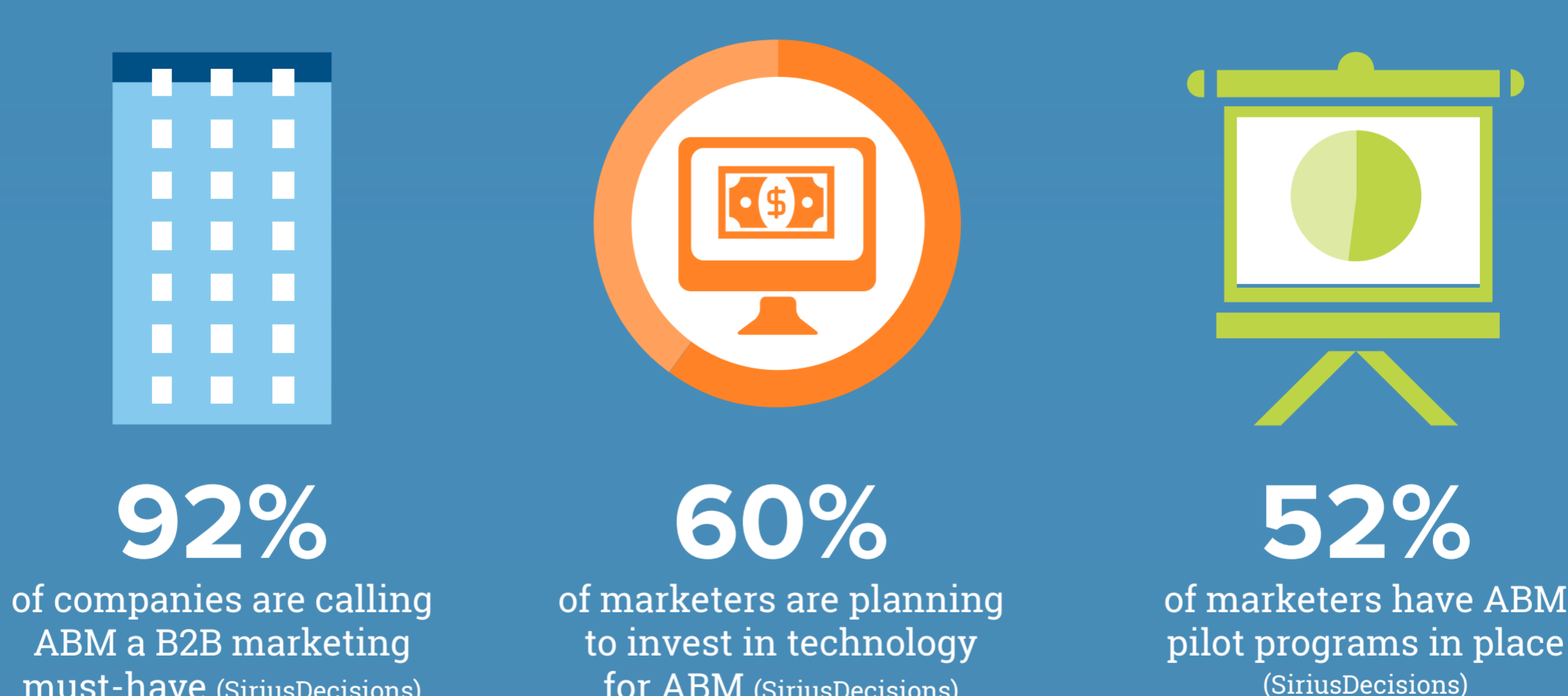
Measure the results by accounts



How does Account-Based Marketing address these challenges?



The Current State of Account-Based Marketing



Here's how you can build your own ABM strategy

Read our new eBook

Account-Based Marketing: Fundamentals Every B2B Marketer Must Know

Find out more at Demandbase.com

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