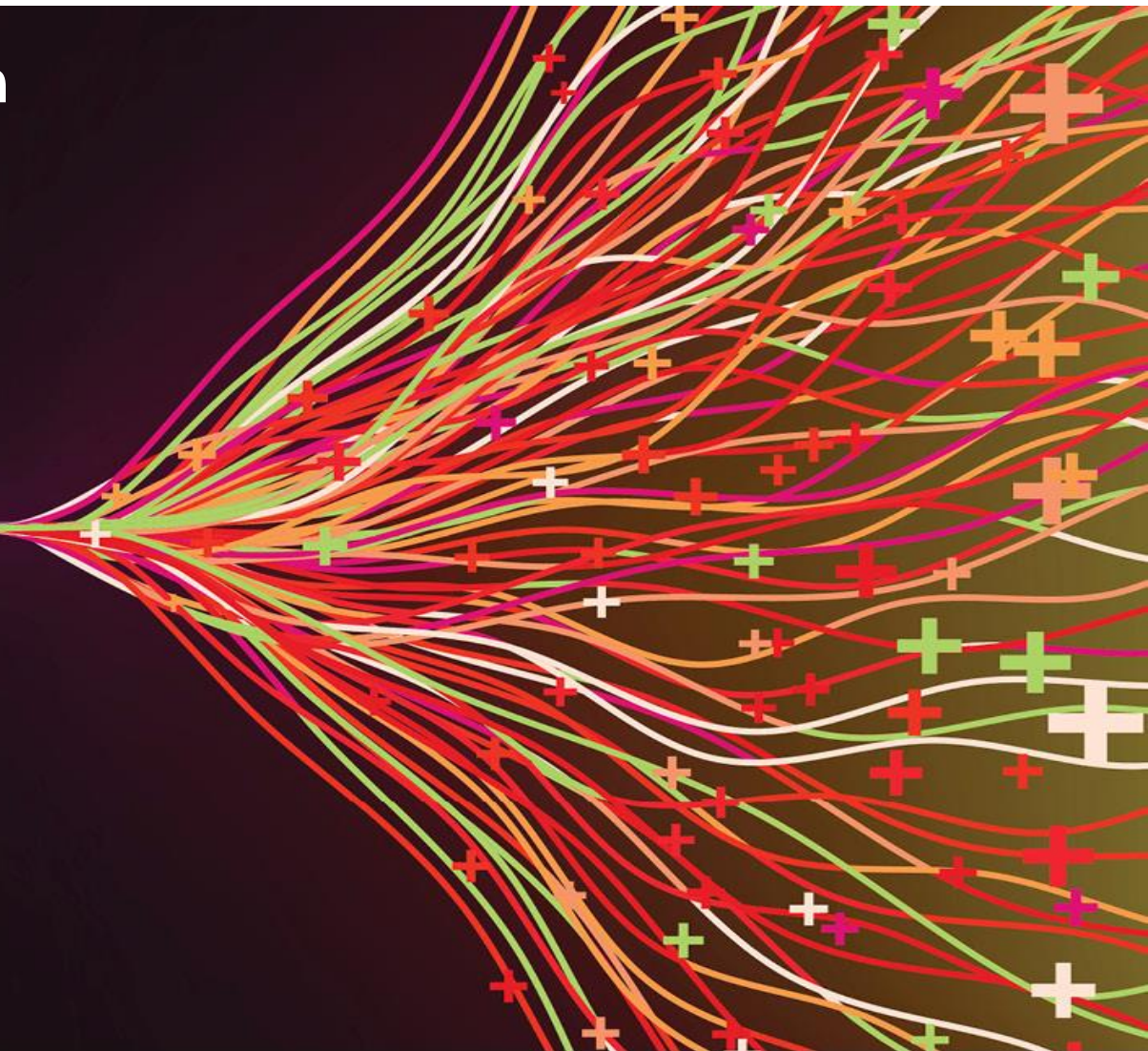


Getting More From Your ABM Strategy with Personalization

February 4, 2021



Today's Presenters



Steve Zakur
CEO
SoloSegment



Mike Moran
Chief Product Officer
SoloSegment



Chiqui Cartagena
(Moderator)
Chief Marketing Officer & Center Leader,
Marketing & Communications
The Conference Board





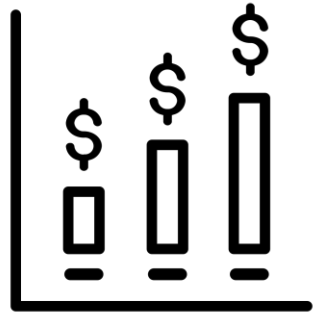
Why Account Based Marketing

What is Account Based Marketing?



ABM is a business strategy that directs marketing resources to engaging a specific set of target accounts.

Business Strategy



Sales



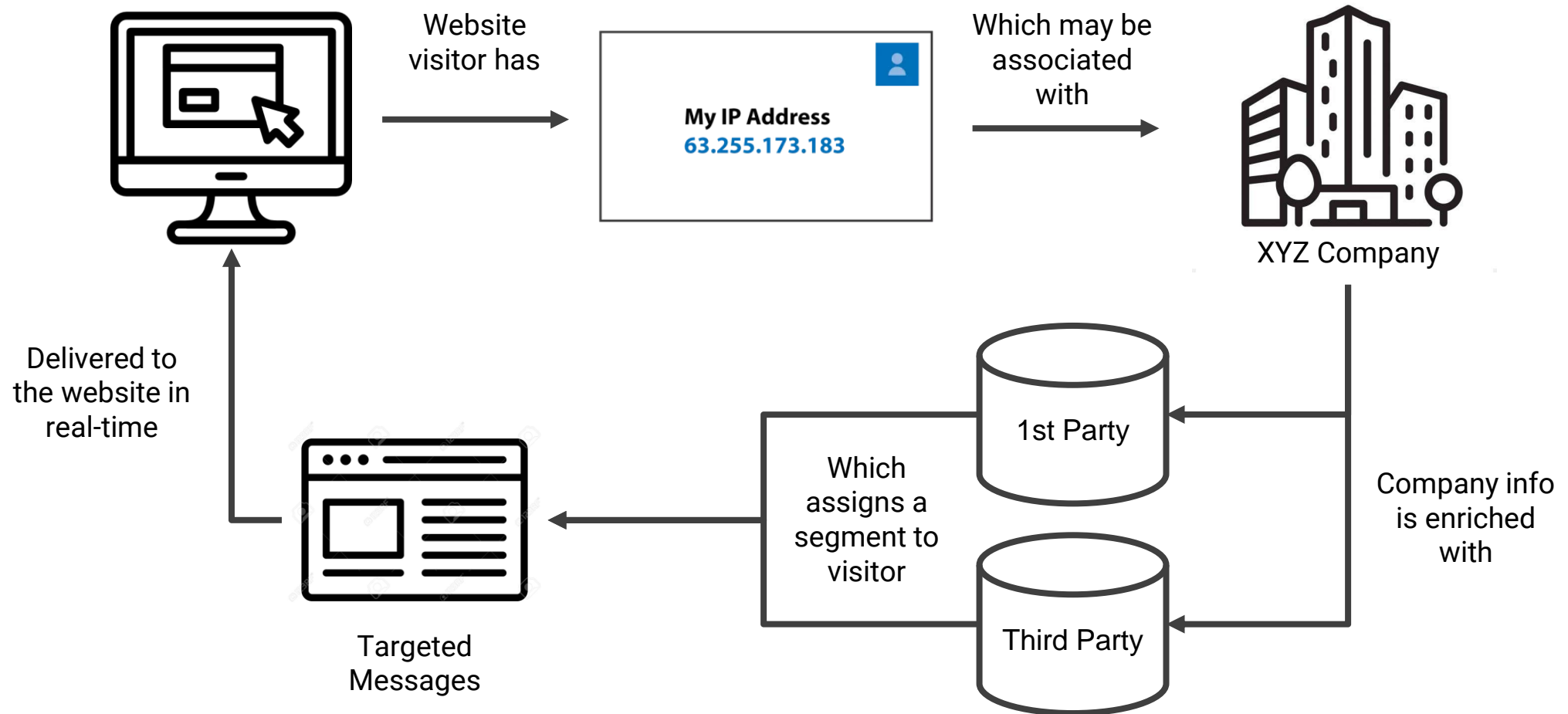
Marketing

Supported by:


Technology



How does Account Based Marketing technology work?



Personalization and engagement continue to be top of mind



B2B
Insights

**Conversations with 147
large enterprise, B2B
Marketing Execs.**

- ✓ Customers expect B2C quality personalized experiences and it's hard for B2B businesses to catch up.
- ✓ Effective Personalization continues to be a challenge for B2B marketers because they lack the personal data that fuels traditional personalization.
- ✓ Frequently, companies are mapping visitor journeys—a key input for personalization—and doing little with it.
- ✓ B2B marketers are unclear as to whether AI/ML really delivers significant value but they're also afraid of being left behind.
- ✓ Measuring the value of marketing tech is virtually impossible. B2B marketers want tech that demonstrates value.
- ✓ Best of class tech is expensive. Integrated suites are expensive. "Expensive" is always seen through the lens of value.

B2C companies have plenty of fuel for personalization



What do B2C companies know about their visitors? A lot.

Personal Information

**The
Darkness**

B2B companies have a darkness problem



What do B2B companies know about their visitors? Very little.

**Personal
Info**

The Darkness

Incentives explain the darkness problem



amazon

- Recommendations
- Delivery to your home
- Order History & Status
- Saved Checkout Data
- Endless series of ads

High value for the customer, good incentive to share data



- Whitepaper
- Case Study
- Sales rep calling you
- Emails galore
- Endless series of ads

Much lower value for the customer, poor incentive to share data

The darkness is spreading



GDPR
General Data
Protection
Regulation
2018



ITP
Intelligent Tracking
Prevention
2019



CCPA
California Consumer
Privacy Act
2020



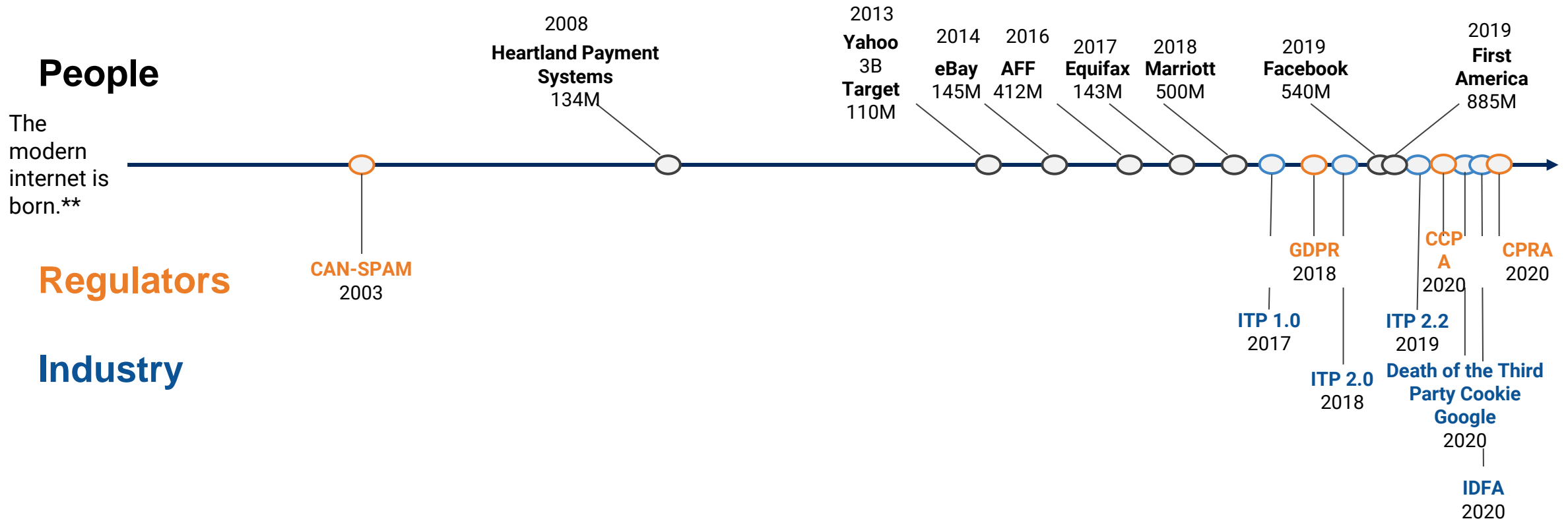
IDFA
Identifier for
Advertisers
2020



Because that's what humans want

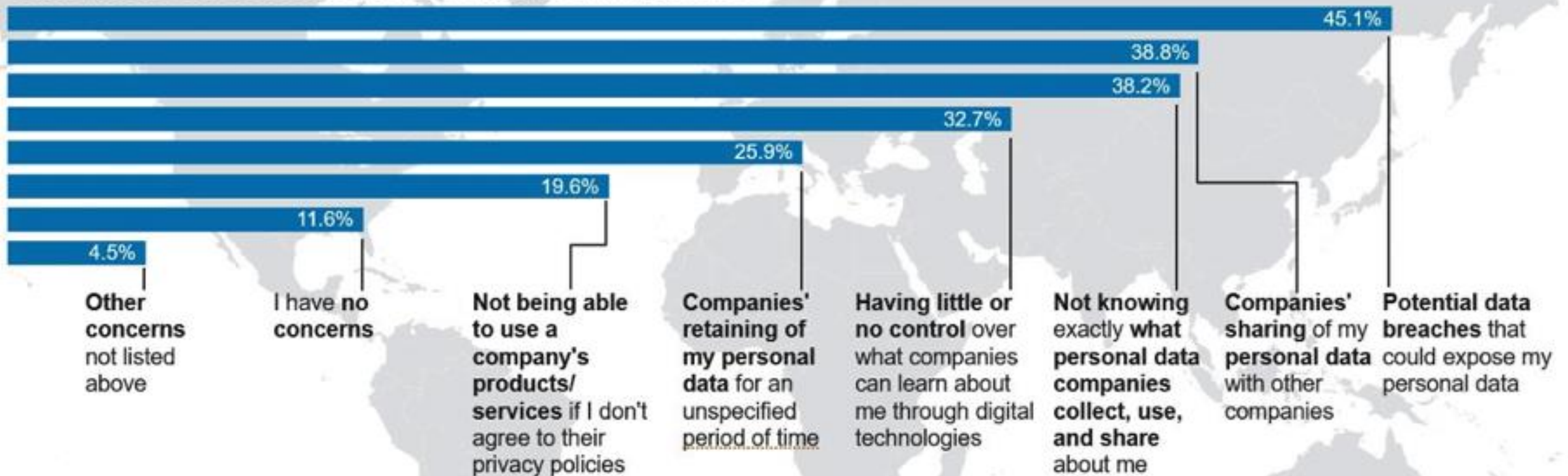


Personal data—the traditional fuel for engagement—is drying up. Regulators and industry are responding to customer frustration over the use (and misuse) of their personal information.



Consumers are less concerned about giving up certain products when rejecting data practices than accepting the downsides of data sharing, suggesting the need for more transparency and data control

Consumers' top concerns about corporate data practices



Source: Consumers' Attitudes about Data Practices, The Conference Board
Question (Q1): What are your biggest concerns about companies' data practices regarding your personal data? Please select up to 3 choices. N = 500 per market, 63 markets.



But not always, humans are complex



Known



Unknown

Illuminate Me

"Know me. Make it easy for me."

I'm hiding in the shadows

"Don't track me. Don't sell my data."

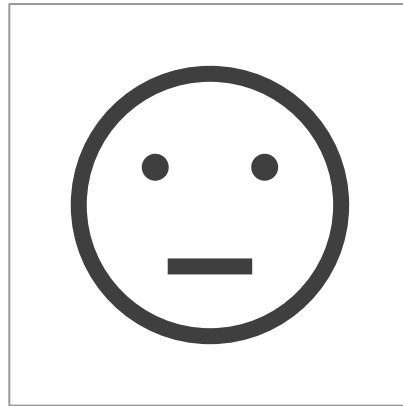
The Goal: Engagement



In order to address visitors with traditional technologies--like marketing automation platforms--visitors have to be convinced that identifying themselves has value.



Anonymous



Identified



Engaged



ABM Challenges

The B2B Reality: Traditional Tech



What do B2B companies know about their visitors?



Personal data is known

3-5% of visitors
Traditiona



The B2B Reality: Peering into the darkness



What do B2B companies know about their visitors?



Leading in a post-COVID 19 Recovery

C-SUITE CHALLENGE 2021



CEOs say they are laser-focused on these top internal strategies...



...and internal obstacles in 2021



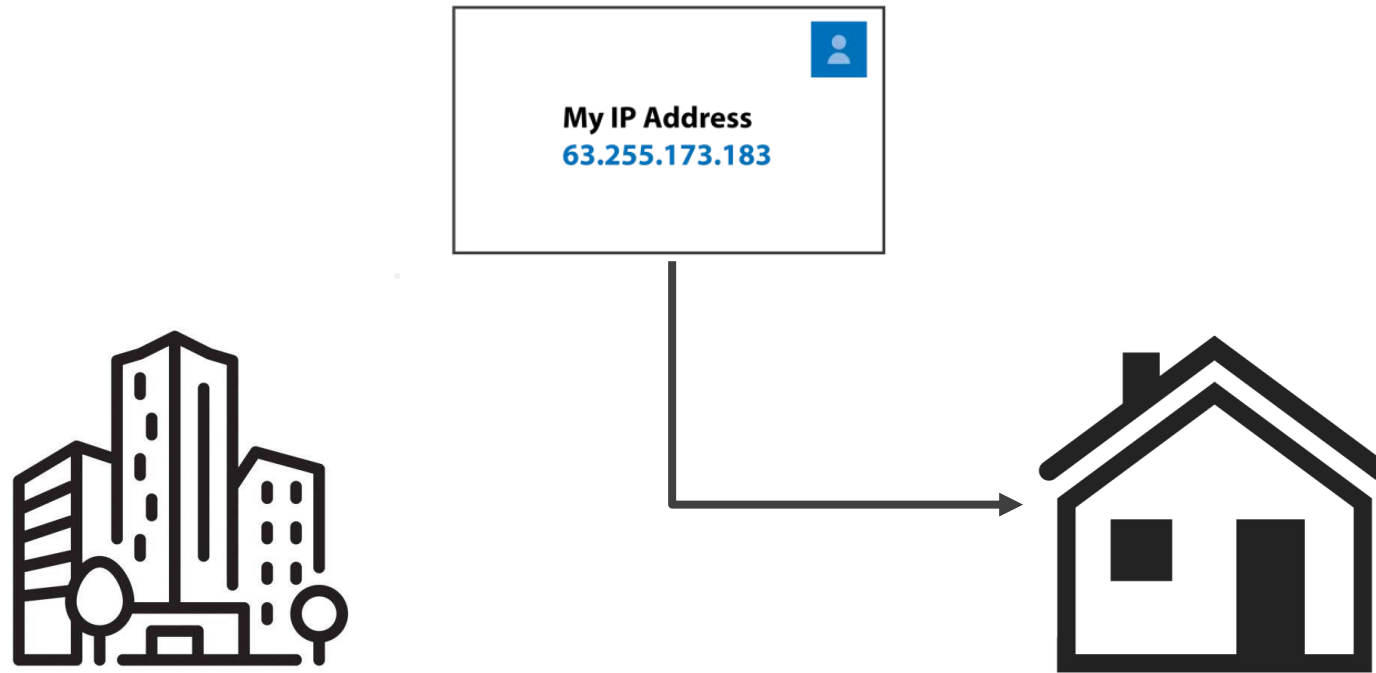
What they see as legacies of COVID-19



The COVID Impact/Remote Work



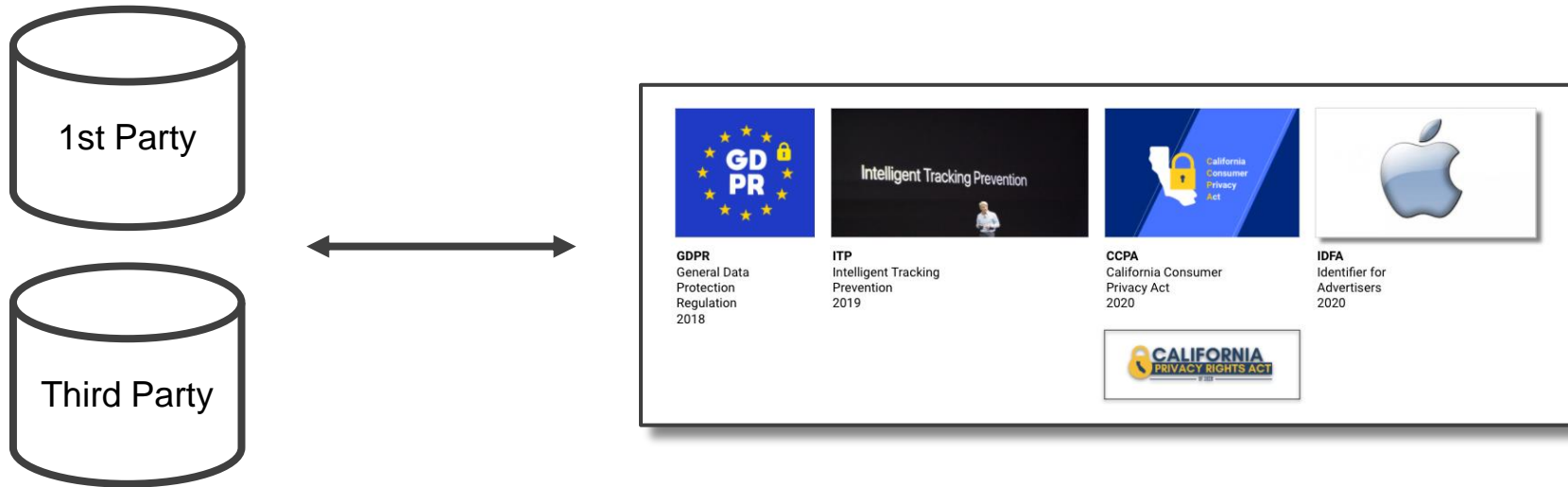
With everyone working from home, the IP address is not often associated with a company.



The Customer Data Problem



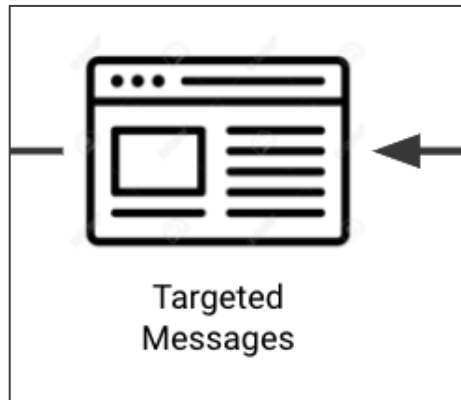
In order to address visitors with traditional technologies--like marketing automation platforms--visitors have to be convinced that identifying themselves has value.



The Content Problem



For every target company and industry custom content has to be developed and maintained.



= the number of companies * the products/offerings in scope

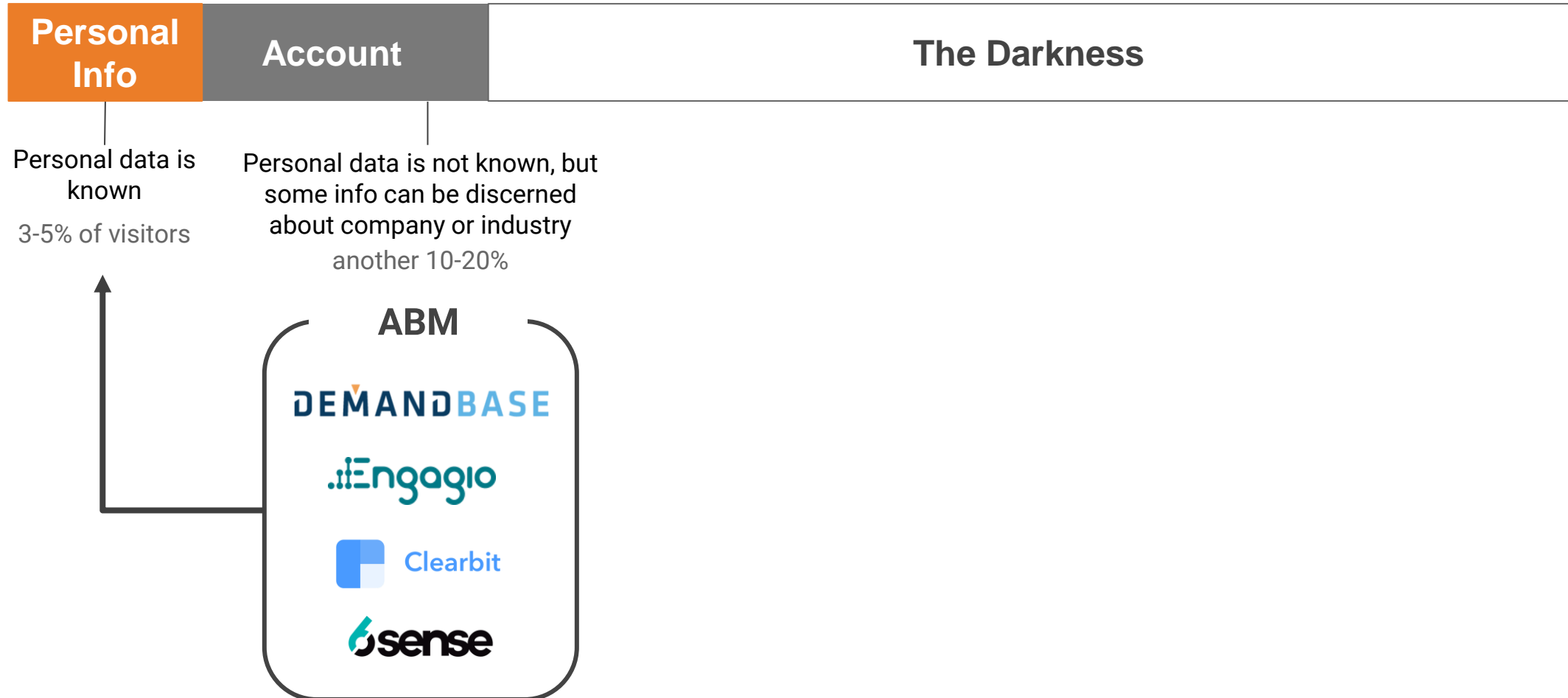


Getting More

The B2B Reality: Peering into the darkness



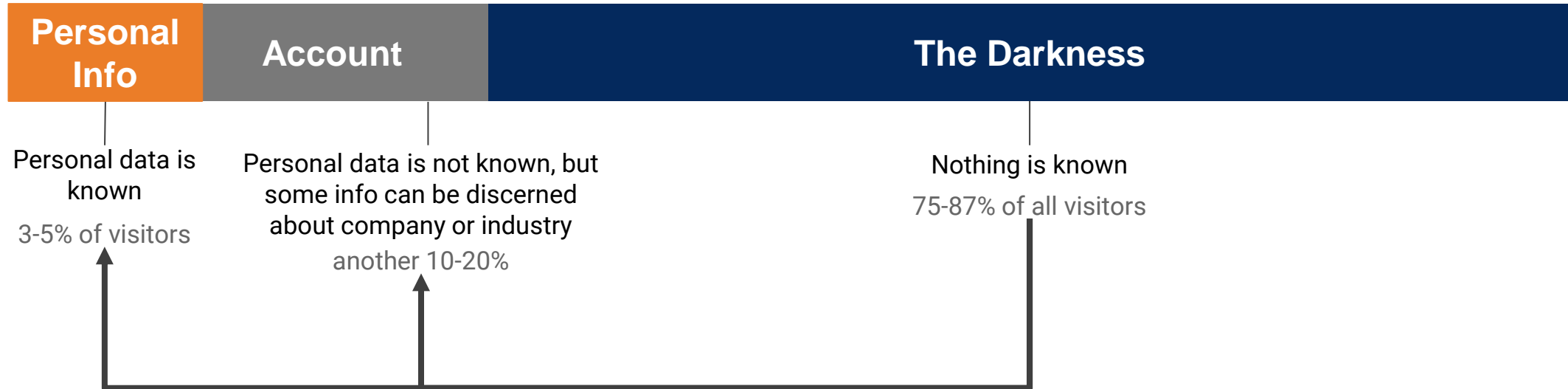
What do B2B companies know about their visitors?



The B2B Reality: The Dark Space



What do B2B companies know about their visitors?



Rethink the approach to the darkness



Traditional Approach

Shine a light into the darkness

- The objective is to devise methods to gather additional information that can be used to identify individuals.
- Uses traditional tech
- Seeks traditional data



A New Approach

Embrace the darkness

- The objective is to understand the intent and goals of the visitor and direct them towards those goals.
- Uses AI and non-traditional tech
- Considers data that hasn't been used before

Inscrutable data made scrutable



There is data that is either gathered today or could easily be gathered but has defied utility in traditional engagement models.



Intent

The keyword—success linkage in site search provides intent and context signals.



Content

Topic and industry meaning extracted to improve context.



Journey

Modeling web analytics data is the source of understanding pathways towards tasks & goals.

Inscrutable data made scrutable



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Predictive Analytics

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Natural Language Processing

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Natural Language Processing



Journey

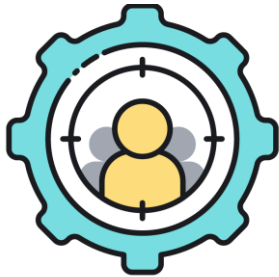
Modeling web analytics data is the source of understanding pathways towards tasks & goals.

Machine Learning



Engaging visitors across the knowledge spectrum is critical to increasing marketing yield and fueling growth.

Personal Engagement



Account Engagement



Anonymous Engagement



Intent



Content



Journey



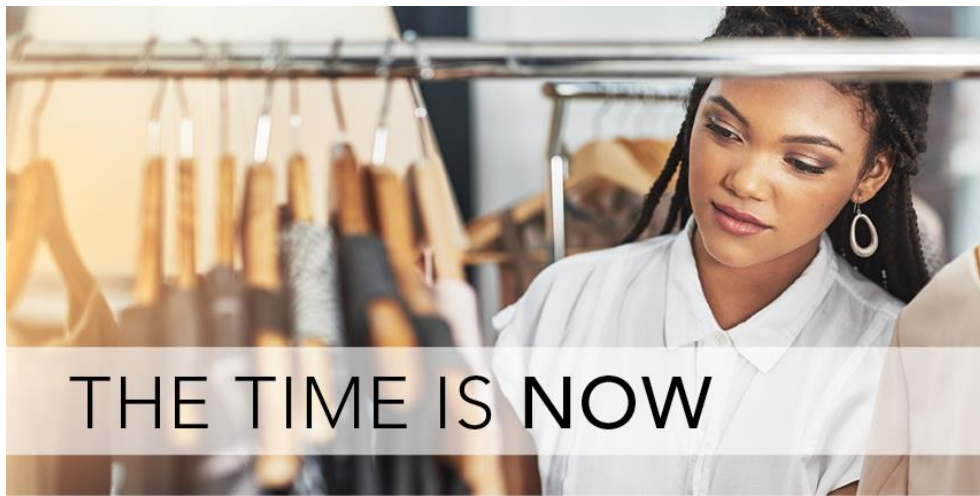
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