

MADISON
LOGIC.

The 2025 Full-Funnel ABM Playbook

Own the buying journey by creating lasting impact at every interaction with high-value buying groups through data-driven ABM.

EBOOK

ABM for the Modern Buyer: Driving Full-Funnel Engagement in a Changing B2B World

Here's the harsh reality for B2B organizations: finding, reaching, and converting your prospects is harder than ever today.

Buying groups are getting larger, buying decisions are taking longer, and buyers typically don't want to engage with your sales team until they are near the end of the buying process. These buyers are also using more media channels and conducting mostly self-guided digital journeys to reach a collective decision. The sheer volume of digital noise and oversaturation of marketing messages make it harder to cut through the clutter and capture their attention.

Put simply, a traditional broad-based B2B marketing approach is no longer effective. Account-based marketing (ABM) is a better way for your organization to drive demand, pipeline, and navigate the complexities of the B2B buyer journey. Instead of casting a wide net, ABM focuses on data-driven insights and resources to create personalized marketing campaigns designed to resonate with target account businesses and the key members of the buying group. It engages each one with relevant messaging that helps them move forward in the buying process and drive consensus for the whole buying committee.

ABM requires strong sales and marketing alignment on a unified outreach strategy to meet the unique needs of each account. A common view of target account research, engagement activity, and key performance indicators (KPIs) allows both teams to work more proactively and collaboratively. This unified, "always-on"





approach guides accounts through the buying journey faster and establishes a better connection with them that leads to a stronger partnership for years to come.

Brands that adopt ABM see a significant impact. Our 20-year experience delivering effective ABM solutions demonstrates that when a comprehensive, multi-channel ABM program is in place, companies see higher engagement, larger order value, and accelerated pipeline velocity.

Use this playbook to guide your ABM efforts and build a more proactive approach to find the best prospects, engage them with tailored messaging, and win more deals. In it, you'll learn:

- How to leverage data to identify high-value accounts
- Best practices for engaging buying committees across the funnel
- Strategies to measure ABM success and optimize for future growth

By breaking down the key steps necessary for a more impactful ABM strategy, we'll help you create a competitive edge with more efficient marketing that builds better client relationships, resulting in higher lifetime customer value.

The Full-Funnel ABM Framework



Optimize Campaigns in Real Time: Easily create and run optimizations within companies, content, and personas to personalize campaigns that deliver meaningful experiences, maximize conversions, and accelerate deal velocity.

Step 1: Identify

In this section, learn how to leverage intent data to identify and prioritize the best target accounts.

As B2B buying behaviors evolve, organizations are reassessing their engagement strategies, tools, and tactics to meet rising expectations from prospects across the buying journey. To stay competitive, it's crucial to understand the behaviors and influences of their buyer audiences, determine where to capture actionable insights, and effectively apply those insights across your marketing technology systems and workflows.

Buying signals are the observable behaviors and actions from potential buyers that indicate interest in products or services. B2B buyers generate a vast array of digital signals as they research, purchase, and implement products and/or solutions. With much of the buyer journey now happening online, these digital buying signals offer critical information about who to engage, what content to offer, when to reach out, and what channel to best deliver your messaging. As a result of this increase in digital buying behavior and activity, marketers today have more data on their prospects than ever before, which makes proactive campaign optimization and deeper personalization possible.

However, this intent data is often fragmented, siloed by channel, or even lost completely. The challenge for most marketers is learning how to harness and integrate data from various systems and channels to generate predictive insights and make it actionable for targeting prospective accounts more effectively. By breaking down these data silos and aligning insights across teams and tools, you can create more personalized, timely, and impactful engagement strategies.

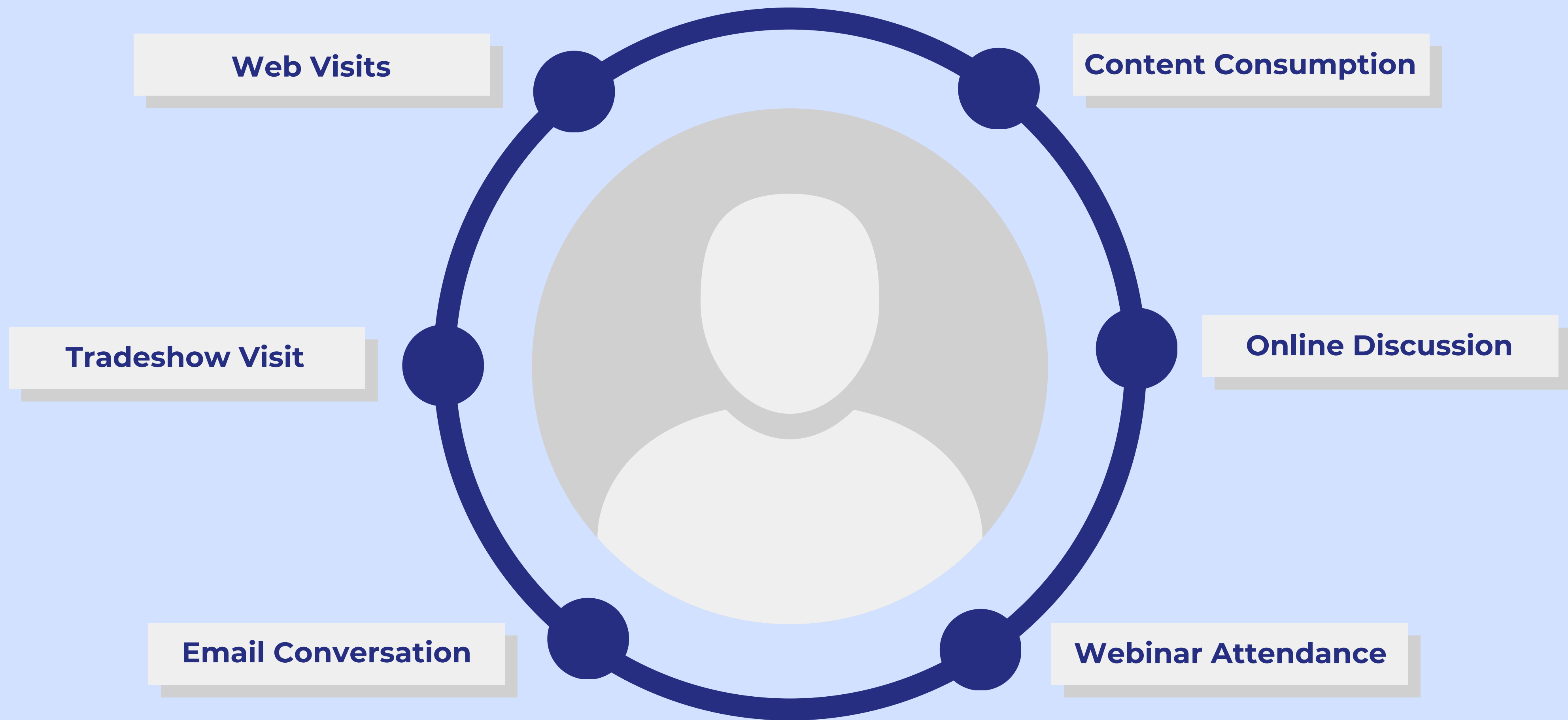


According to Forrester, over 85% of companies using intent data have achieved business benefits, such as more successful sales prospecting.



Realize Why You Need Intent Data

Intent data is the information collected about companies or decision-makers that signals their interest in specific products or services. It's essential to ABM because it tells you what accounts are ready to engage or buy based on their online research and content consumption behavior. This data not only helps you narrow your efforts on those accounts with the highest propensity to purchase, but also indicates how the accounts you're actively engaging with are moving through the purchasing process based on buying committee behaviors.



The Three Types of Intent Data

When evaluating intent data, it's important to understand how the data is collected and the level of insight it provides. Intent data is classified into three primary categories: first party, second party, and third party. Each category serves a different purpose in helping you understand buyer behavior and drive more customized engagement.

FIRST-PARTY DATA

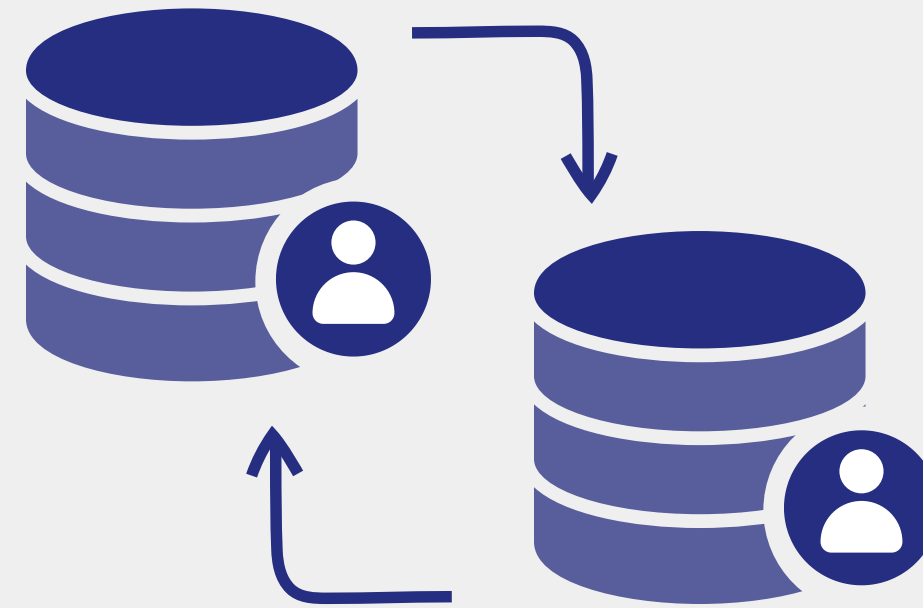


“Owned Data”

Data that is directly gathered through a company's own channels

- Website visits
- Emails
- Direct conversations
- CRM information

SECOND-PARTY DATA



“Borrowed Data”

Another company's first-party data obtained through partnerships or transactions

- Review websites
- White papers
- eBooks
- Direct or virtual events

THIRD-PARTY DATA



“Searched Data”

Data sourced through website searches and aggregated data providers

- Intent data platforms
- Content syndication networks
- Data aggregators
- Social listening providers

Determine Your Campaign Audiences Based on Data, Not Your Gut

Your marketing strategy should be closely aligned with your organization's goals and objectives, as well as the needs and expectations of your customers. By adopting this approach, you can better assess the complexity of your efforts, pinpoint areas that require additional resources, and ensure you are aligned with customers on KPIs and expectations.

After you have aligned marketing goals with your broader organizational goals, you can begin developing your target account list process. Your ideal customer profile (ICP) insights should provide enough detail to build an effective target account list (TAL). To maximize the impact of your campaign, it's crucial to focus on the accounts that are most likely to convert. Your TAL should closely align with your overall business growth strategy. ABM leverages a data-driven approach to move away from a broad list of dream clients to a focus on those ready to buy or engage. This requires a blend of first-party intent data and external intent data sources to inform your targeting strategy effectively.

When building an effective TAL, start by creating target segments aligned with your strategy, using common criteria. Identify accounts from your customer relationship management (CRM) and marketing automation platform (MAP) systems and prioritize them using intent data partners to find in-market opportunities. Segment the list by funnel stages using CRM data. You can also use the intent data partners to expand your target account list using factors like company size, revenue, geography, or vertical. While there are no restrictions on the size of your TAL, keep in mind that larger TALs require more budget but can have a bigger impact.

93% of B2B marketers rely on two or more sources for their intent data.



Four Steps to Build Your TAL

STEP 1: Collaborate with sales to define your ICP based on:

-  Revenue potential
-  Industry / vertical
-  Company size
-  Location / geography
-  Department strategies and objectives

STEP 2: Refine your account list based on multiple sources of data, including:



OWNED DATA

-  CRM
-  MAP

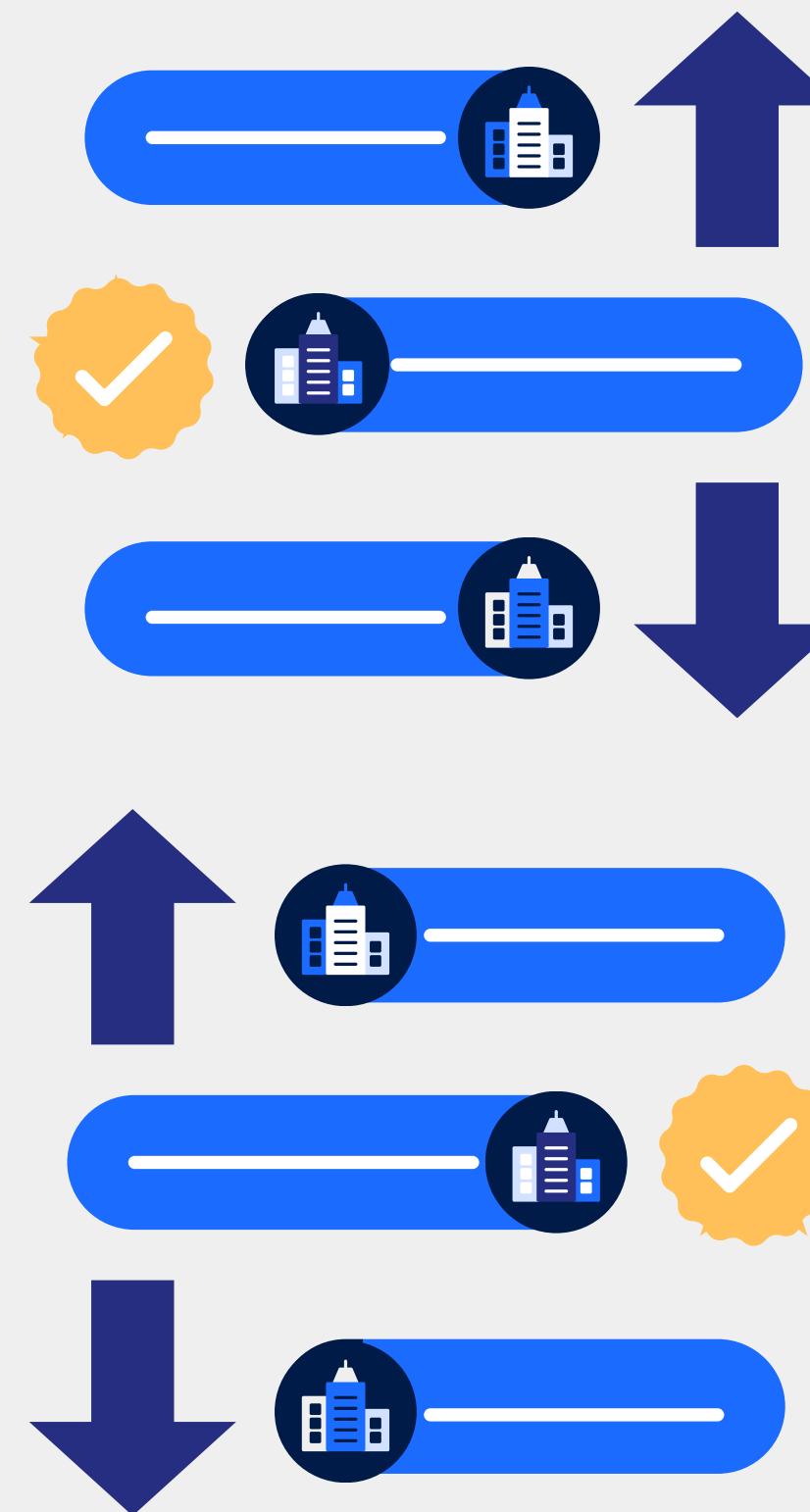
EXTERNAL BEHAVIORAL DATA

-  Historical Performance Data
- Purchased interactions from another business used with permission

THIRD PARTY DATA

-  Install Base
Technographic data about a company's current technology stack
-  B2B Research
Visibility into accounts consuming content and advertising relevant to your solution

STEP 3: Prioritize accounts with shared characteristics to include in your TAL



STEP 4: Continuously measure engagement metrics and optimize your TALs

PAY PARTICULAR ATTENTION TO THE FOLLOWING METRICS:

-  Engagement with outreach and content
-  Average sales cycle
-  Contract value

Tier Your Target Account List for Maximum Impact

Not all accounts are created equal, so it's crucial to focus your time, resources, and ABM budget on those that will yield the highest returns. One way to do that is through tiering your target account list.

Account tiering involves grouping customers into tiers based on their projected value and likelihood of purchase. Tiering your target account list allows you to prioritize your audience based on your campaign objectives, enabling a more strategic and customized approach aligned with your pipeline goals. Tiering your accounts will help you:

- **Prioritize:** Focus your efforts on high-value, in-market accounts that are most likely to drive results.
- **Personalize:** Customize your strategies and messaging to match the needs of each tier.
- **Optimize:** Allocate resources efficiently, ensuring that your team's efforts are aligned with your goals.

A tiered account list also helps you align your sales and marketing teams by guiding sales through complex markets and ensuring their efforts are focused on where they are most likely to succeed—something your sales team will appreciate. Most marketers follow a three-tier model to tier their TALs for even more focused and effective engagement:





The simplest way to determine these tiers for your list is to create a scoring model, such as a scale from 10 to 100. By assigning a score to each account on your list, you can easily bucket them by priority and tier, enabling you to work smarter, not harder.

We recommend you pay close attention to your pipeline metrics: value, volume, and velocity for each tier for a set period. This will help you determine your ideal number of accounts in each tier and how you define the accounts within them based on your goals and resources. You'll also want to collaborate with sales to optimize and adjust tiering strategies. As sales team members use the scores to identify eager leads that are ready to purchase, you want to ensure that both teams are on the same page as market conditions or buyer behaviors change so that you can remain as proactive and efficient as possible in your ABM efforts.

Determine Who Within Buying Committees to Influence

It's not just about which accounts to go after—it's about who to engage within those accounts.

The typical buying committee consists of six to 11 members from cross-functional teams, such as IT, finance, sales, and marketing. These individuals each come to the purchase decision with their own perspectives, concerns, and pain points. They also hold different roles across different departments and range in other demographics across genders and age groups—all of which impact their decision-making process. You need a smarter approach to understanding these personas and reaching each buying committee member with the right message.

Understanding who to prioritize within named accounts provides the blueprint to approach your business targets effectively. These data-driven insights around buyer concerns and what role they play in the decision-making process also facilitate stronger sales and marketing alignment. With a shared understanding of who to go after, both teams can align on a targeted strategy to create more meaningful and efficient engagements.



Roles of the Buying Committee

Purchase Influencers

Affects the outcome but does not play a direct role in the purchasing decision.

Blockers

Raises objections that can halt the decision-making process.

Champion

Serves as the primary representative of the solution to internal teams.

Executive Sponsor

Serves as a sponsor for the solution within internal teams.

Decision-Makers

Responsible for making the final purchase decision.

End Users

Primarily uses the solution but does not always have a say in the decision.

Legal/Compliance

In charge of the terms and conditions of the contract.

Budget Controller

Manages the budget for the solution purchase.



How CrowdStrike Leverages Data-Driven ABM to Uncover Key Market Opportunities and Increase Pipeline Growth

THE CHALLENGE

For CrowdStrike, the global cybersecurity pioneer of cloud-delivered endpoint protection, identifying and prioritizing the right buyers is paramount to their growth. As the Senior Manager, Digital Marketing APJ for CrowdStrike, Claudia Wong is responsible for driving growth in the Asia Pacific region through more targeted ABM efforts.

While CrowdStrike primarily serves verticals such as financial services, healthcare, pharmaceuticals, manufacturing, and the IT sector, the team needed access to better data to identify and prioritize the right personas and job titles within in-market accounts. By refining their audience targeting and uncovering key market opportunities, the team can focus on top-of-funnel contact lead acquisition and drive bigger deals.

THE SOLUTION

Claudia and her team leverage data-driven, multi-channel ABM to reach buying committee members in target accounts. It all starts with ML Insights data, which unifies three sources of data to create a score of the accounts demonstrating the highest propensity to purchase. The team then uses this score to prioritize in-market accounts, know which personas to engage across the buying committee, and understand what content is most likely to convert.

THE RESULT

By rallying the sales and marketing teams to focus on in-market accounts and key market opportunities, CrowdStrike has been able to drive significant results through a data-driven ABM strategy with Madison Logic. The team has achieved above benchmark lead-to-contact conversions and successfully works with sales to nurture those leads to reach above-benchmark pipeline.

Claudia credits Madison Logic for its data-led precision and speed to market for the growth and success she and her team have attained through their ABM efforts.



Claudia Wong
Senior Manager, APAC and
Japan Digital Marketing



“ One of the key achievements that we have from Madison Logic is the quality of data because without that we do not know what are the gaps and opportunities we can go after. ”

Step 2: Activate

In this section, explore how to engage target accounts across the sales cycle through personalized content and media channel activation.

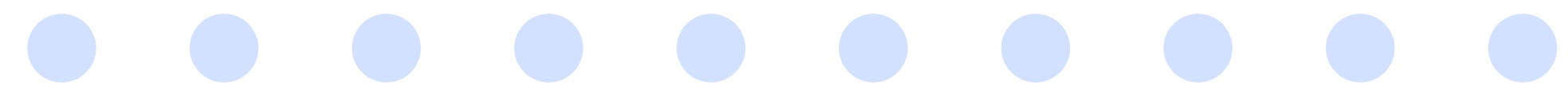
Once you've identified your high-value accounts and segmented them into tiers, the next step is to engage them with precision and personalization.

Buyers' needs, preferences, and experiences shape your strategies more than ever before. The question is: Are your marketing and sales teams truly aligned with what the buyer needs to gain consensus across the buying committee and ultimately choose you?

Consistency is key; buyers don't want to see the same information across different touchpoints, nor do they want fragmented experiences that feel disjointed or out of sync. By surrounding all buying committee members where they are with consistent and relevant content at every stage of the funnel, you can guide them more effectively toward a unanimous purchase decision. This unified approach helps deliver a seamless experience, making it easier for buyers to gather information, evaluate options, and make decisions faster.

A unified, multi-channel ABM strategy is a powerful tool for delivering cohesive content and messaging throughout the buying cycle, from first touch to sales demos. This consistent, cohesive approach establishes more familiarity and awareness of your solution early on, and helps build stronger relationships throughout the customer lifecycle, fueling your organization's chances for retention and expansion.





Initiate Strategies that Build Pipeline for the Short and Long Term

A clear strategy is essential for ABM campaigns because it provides direction, focus, and measurable outcomes for your activities. This strategy should be designed to set you up for both short- and long-term success while aligning with customer goals and expectations. Marketing goals should fall under one of the following four categories:

		Example of target metrics
Brand Awareness	Grow brand awareness and thought leadership through meaningful interactions with target markets	<ul style="list-style-type: none"> • Account exposure time • Engagement • Website traffic
Demand Generation	Drive more sales within current or new markets/ solutions through demand generation and/or ABM programs	<ul style="list-style-type: none"> • MQL volume • SAL volume • Appointment rates
Opportunity Acceleration	Accelerate progression of accounts across every stage of the sales cycle	<ul style="list-style-type: none"> • Pipeline opportunity volume • Average deal size • Deal cycle
Retention and Expansion	Establish strong relationships with customers and stakeholders for improved retention and expansion	<ul style="list-style-type: none"> • Churn rates • Lifetime value • Upsell/cross-sell opportunities

These goals each play a key role in driving business growth at different stages of the customer lifecycle, from initial awareness to long-term loyalty. Each goal requires specific activities and metrics to deliver results and track program performance. Having a well-defined strategy sets you up to achieve early success in your programs, drive engagement with customers, and track the marketing impact of your initiatives. It starts with ensuring your approach is clear and aligns with your customers' goals and expectations.

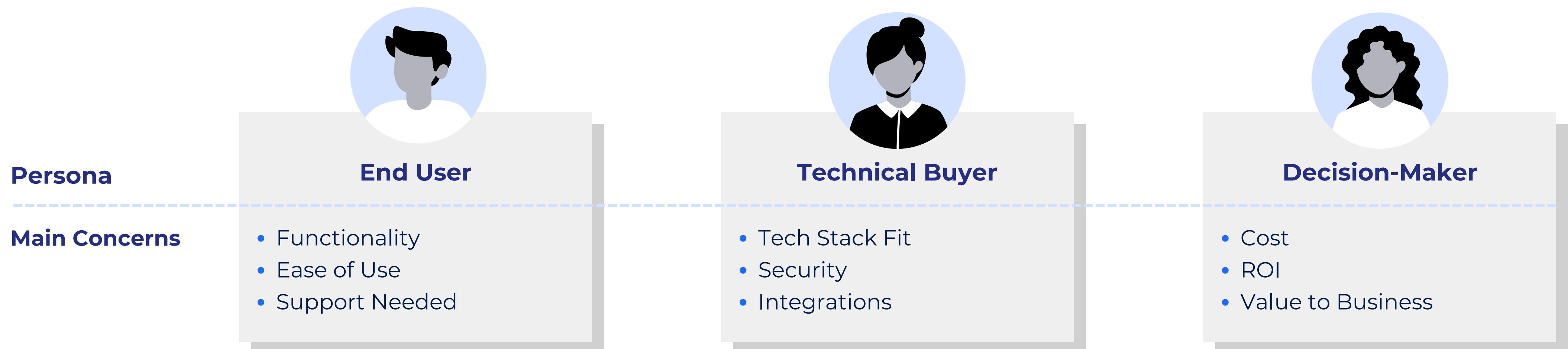
There are three key reasons for developing this strategy:

- Assessing** the level of complexity required
- Identifying** areas that need more focus and resources
- Ensuring** alignment with KPIs, objectives, and expectations

Match Content to the Buying Committee Personas

Once the accounts are prioritized, you can zero in on the key personas to reach and the content that is trending and most likely to drive account engagement. Start identifying key personas by analyzing existing customer data from your CRM and MAP to see common traits among their high-value clients. Intent data from first- and third-party sources can be used to identify which personas are actively researching similar solutions and what content topics are trending the most. Use this information to select the right content for each persona, ensuring messaging is tailored to their needs and stage in the buying journey.

Keep in mind that each buying committee member has their specific concerns and wants to find a viable solution to solve them. The end user who will likely use your solution every day will have different concerns from a senior or C-suite decision-maker. Data-driven insights around these concerns allow you to create content and messaging that educates buyers about your solution, motivates them through the funnel, and persuades them that you are the ideal solution to partner with to reach their goals. It also helps you align your content with the trending topics your target customers are researching.



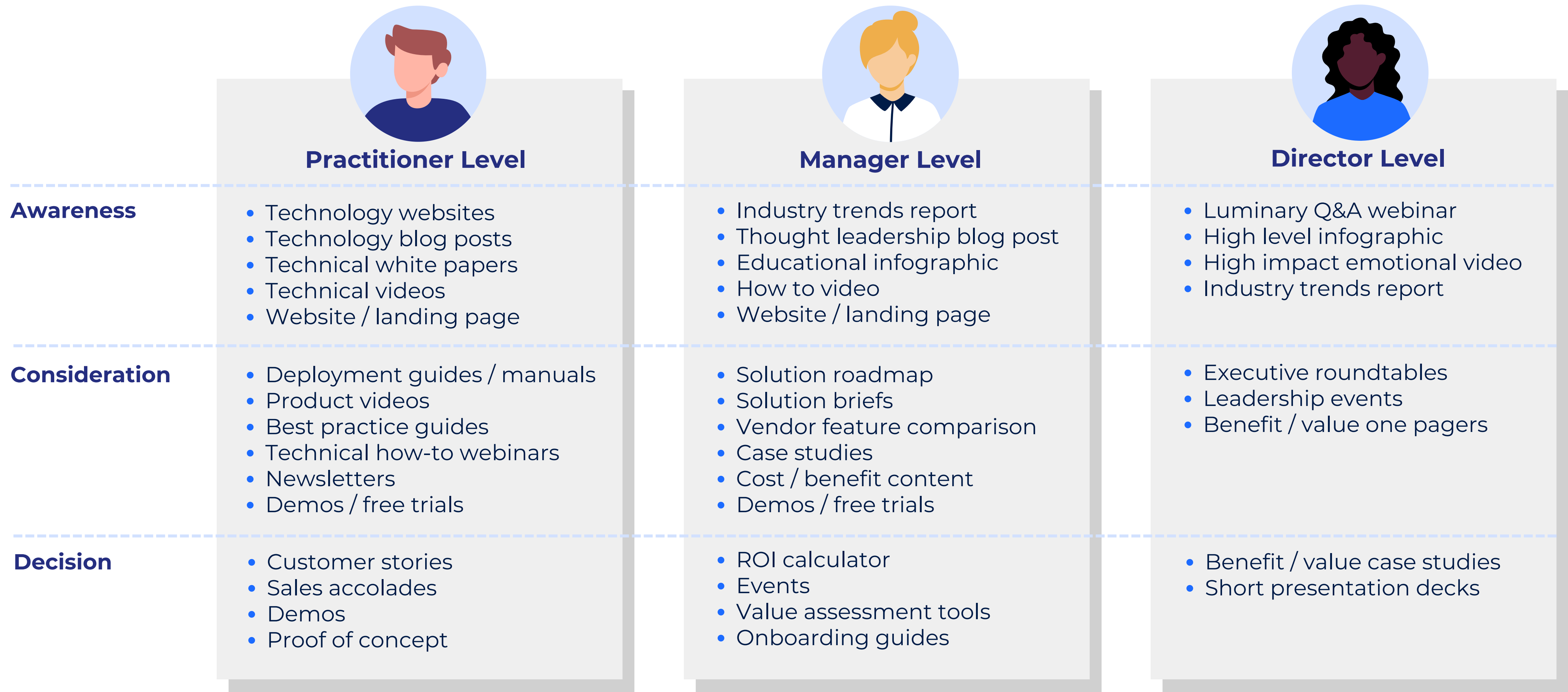
67% of global purchases of \$1 million or greater are made by Millennial and Gen-Z decision makers.



Personalize Content Based on Each Stage of the Buyer's Journey

The journey from awareness to decision often involves multiple touchpoints. Mapping personalized content to where individuals are in the buyer's journey is the most effective way to present them with the content and messaging needed to get them to that decision faster.

Not all personas progress through the funnel at the same rate. One person can be in the consideration stage while everyone else is in the awareness stage. Use engagement and intent data to identify where each buyer is and to signal when they have moved to a new stage.



Assess Your Content and Fill in the Gaps

You want to ensure that you stay top of mind for your target accounts. While crafting a strong messaging sequence is foundational to the process, you need content that urges the buyer to continue through the buyer's journey. Buyer behavior is in constant flux, so continually assess your content and fill in the gaps to sustain buyer engagement.

Choose two or three strong assets that serve as cornerstones for each funnel stage and each persona. While there are several ways to determine the strength of your assets, you'll eliminate much of the guesswork by looking at the historical data around past asset performance from previous campaigns or nurture programs. Investigate which website pages show the highest buyer intent, especially when those pages tie to a solution being promoted for the overall campaign. You can then check if you should create any assets, like a display banner ad, to promote these pages.

Make sure each asset aligns with specific KPIs for both the channel and funnel stage. Outlining KPIs and goals across each channel allows both marketing and sales teams to realize what nurture strategies are working, as well as further segment buyers and fuel a match between leads and salespeople so that they can dive deeper into understanding the buyer's behaviors, demographics, and intent data. This constant auditing and mapping of content for each persona provides ample opportunities to continuously fill in gaps for present and future campaigns.

Review asset performance from previous campaigns or nurture programs to identify good content.

Identify webpages with the highest intent that are directly tied to the solution being promoted in the campaign. Evaluate if any asset (for example display banner ads) could be created to promote these pages.

Audit and map the content for each market and persona based on funnel stages and fill in the gaps.

Enhance Your Engagement Strategy Across Channels

Buyers research solutions on various channels and their journey isn't confined to one place. You can't dictate where they explore solutions, nor can you expect them to waste time looking for the right information. If you want to remain top of mind, you need to surround the buying committee with a persistent and cohesive experience across the channels they're already using. Multi-channel activation allows for deeper reach into your target accounts at scale. Consider how each channel fits into your strategy and leverage based on the needs of each persona and the goal you want to achieve. Ensure you have enough material to serve their needs, alongside what content performs best per channel.

Channel	Goals	Content to Use
Content Syndication	<ul style="list-style-type: none"> • Attract leads • Showcase expertise • Highlight competitive advantages 	<ul style="list-style-type: none"> • Industry Reports • eBooks • Case studies
Display Advertising	<ul style="list-style-type: none"> • Remain top of mind • Expand reach within the buying committee • Drive conversions 	<ul style="list-style-type: none"> • Short-form testimonials • Interactive demos • Urgency reinforcement
Connected TV	<ul style="list-style-type: none"> • Build awareness • Enhance nurture sequences • Establish emotional connection 	<ul style="list-style-type: none"> • Videos focused on emotional connection • Engaging or thought-provoking videos • Success story videos
Social Advertising	<ul style="list-style-type: none"> • Build trust • Encourage deeper interactions • Increase exposure 	<ul style="list-style-type: none"> • Educational webinars • Social proof videos • Product tours
Email	<ul style="list-style-type: none"> • Enhance personalization • Promote products • Establish consistent touchpoints 	<ul style="list-style-type: none"> • Blog content • Webinars • Exclusive, subscriber-only content
Podcast Advertising	<ul style="list-style-type: none"> • Demonstrate expertise • Build brand awareness • Drive traffic to website or landing page 	<ul style="list-style-type: none"> • Expert interviews • Success stories • Promotional offers
Virtual/In-Person Events	<ul style="list-style-type: none"> • Generate leads • Engage with prospects and customers • Showcase product or service features 	<ul style="list-style-type: none"> • Live demonstrations • Panel discussions • Customer testimonials

Define Entry Criteria and KPIs for Each Funnel Stage

Just as you evaluate each asset for where it may fit in your sales funnel, you need to consistently evaluate how buyers enter your funnel and establish KPIs for each phase of the buyer’s journey. Measurement and optimization based on buying stage allows for improved personalization and ultimately accelerates deals through the journey.

Awareness	Consideration	Decision	Retention
<p>Target accounts with no prior engagement or low engagement levels</p>	<p>Engagement with awareness stage content and demonstrated interest</p>	<p>Active interactions with your product and sales teams</p>	<p>Solution user requiring ongoing engagement and support</p>
<p>Entry Criteria</p> <ul style="list-style-type: none"> Engagement across social media platforms, including LinkedIn Video and long-form content interactions Email engagement metrics (open rates, CTR) Initial surge in topic-related content consumption via intent data 	<p>Entry Criteria</p> <ul style="list-style-type: none"> Interactions with key product pages or lead forms Lead score threshold met Repeated interactions with specific content themes via intent data Previous campaign engagement with case studies and other key assets 	<p>Entry Criteria</p> <ul style="list-style-type: none"> High engagement with comparison content or pricing page Multiple stakeholders from the same account engaging in sales-ready activities RFI or RFP-based activities Opportunity creation 	<p>Entry Criteria</p> <ul style="list-style-type: none"> Completed purchase or service subscription Concluded onboarding Demonstrating signs of reduced engagement or usage Offered feedback submission Up for contract renewal
<p>Example KPIs</p> <ul style="list-style-type: none"> Volume of target accounts showing initial content engagement Website engagement Social media interaction rate Volume of target accounts with heightened research and engagement on core topics 	<p>Example KPIs</p> <ul style="list-style-type: none"> Engagement rates with high-intent content like case studies MQL to SQL conversion rate Engagement depth score per account Weighted lead scoring metrics 	<p>Example KPIs</p> <ul style="list-style-type: none"> SQL to opportunity rate Sales stage duration Average deal size and velocity Win/loss rate 	<p>Example KPIs</p> <ul style="list-style-type: none"> NPS score Renewal targets CLV CAC

By establishing triggers and workflows, you can create personalized marketing programs and touchpoints that will help you dynamically target, nurture, and convert accounts at every stage of the buyer's journey. This can easily help you transition and scale to an "always-on" multi-channel ABM approach for more complex buyer journeys and use cases.

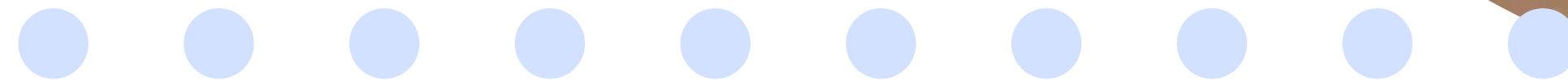
Balance Your Brand-to-Demand Activities

When building your full-funnel strategy, it's important to consider companies that don't yet know they have a problem that needs solving or aren't ready to buy now but will be buying soon. According to [LinkedIn's 95-5 Rule](#), at any given time only 5% of potential buyers are in-market for your solution. The other 95% are out-of-market today but will be in-market sometime in the future. Engaging with these accounts through a cohesive brand-to-demand strategy will help you gain a spot on their solution short-list when they're ready to make a decision.

Connecting with buyers through problem-awareness content creates brand affinity and positions you as a voice of knowledge and a source they can trust when they're ready to seek a solution. With [56%](#) of tech buyers saying that they prefer to work with established brands, having that brand familiarity and trust isn't just nice to have—it's critical to closing the deal.

An effective ABM strategy considers both demand creation and demand capture by engaging accounts and buying committee members throughout the entire decision-making process. While many marketers recognize the power of a brand-building strategy, demand capture activities often dominate their budgets and focus. Most organizations want to drive immediate growth, and brand efforts take longer and are harder to measure and demonstrate ROI. But with Forrester research finding that [67%](#) of B2B marketers say accounts are taking longer to commit to purchases, a holistic and balanced approach to your brand and demand activities ensures that your marketing team creates enough awareness to fuel demand capture and position your company for long-term growth.

For accounts currently out of market but indicating interest, the goal is to raise awareness of a problem and an urgency to solve it. This can be done through LinkedIn Ads, targeted display, and Connected TV ads that draw attention to your solution.



Recognize That Engagement Efforts Don't End After the Sale

ABM is an effective tool for customer retention and account growth, allowing you to align with sales to create custom campaigns and experiences focused on three expansion efforts:

Main Focus	Drive increased adoption of the solution to maximize the value of their investment	Engage with customers prior to contract renewal	Launch targeted upsell/cross-sell campaigns and expand solution reach into other departments and teams
Consideration	<ul style="list-style-type: none">• Leverage data-driven insights to tailor a smoother onboarding experience• Create a comprehensive education program that includes webinars, tutorials, guides, and case studies to communicate the full capabilities of the solution• Introduce incentives such as certifications, rewards, or exclusive features for customers who actively engage with and adopt the solution• Deliver expansion offers at relevant milestones	<ul style="list-style-type: none">• Identify existing customers signaling in-market buying behaviors• Activate multi-channel campaigns that reinforce the solution's value and maintain communication	<ul style="list-style-type: none">• Leverage data to identify and prioritize other opportunities within the same organization, and use existing relationships to build reputation and trust with new buyers• Learn about other use cases and update and repurpose existing content with messaging targeted toward new contacts and buying groups• Launch targeted upsell/cross-sell campaigns with a multi-channel strategy

Acquiring new customers is five times more expensive than retaining existing customers.



Don't Overlook Dormant Accounts and Lost Customers

Re-engaging dead opportunities is one of the biggest challenges B2B marketers face. In a perfect world, all accounts you engage get converted into faithful customers for life. The truth is that sometimes accounts go dark and clients will leave. The story shouldn't end there, because both groups present significant opportunities for revenue growth and relationship rebuilding. Additionally, re-engaging these audiences can be more cost-effective than acquiring new customers, as they are already familiar with the brand and its offerings. Since dormant accounts and churned customers may have disengaged for reasons that have since changed—such as budget constraints or evolving business needs—there's potential to reignite their interests, especially if your product or service has improved or adapted to meet their current challenges. And because of their prior experience with your brand, these audiences are easier to convert and often have shorter sales cycles.

Run re-engagement campaigns to remind these dormant accounts why they were interested in your solution in the first place. Use personalized campaigns that acknowledge the previous relationship, offer updates on product enhancements, and provide incentives like exclusive discounts, free trials of products or access to higher tiers of service for a limited time. Address them directly with tailored messaging that acknowledges their past relationship and emphasizes what's new or different since they last engaged.

For lost customers, analyze the previous engagement history, including product usage, feedback, or reasons for churn, to create highly personalized re-engagement content. It's important that your messaging mentions specific challenges they faced in the past and shows how your offering has evolved to address those issues. Highlight any new features or improvements that align with their previous pain points or interests.



Build Your Full-Funnel ABM Strategy

	Marketing Objective	Tactics	Content
AWARENESS	At this stage, you want to educate potential customers about their problems and the solutions available.	<ul style="list-style-type: none"> • Use Connected TV and podcast ads to generate demand • Focus on content syndication to educate your target audience • Use display ads and LinkedIn for exposure and reach 	<ul style="list-style-type: none"> • Video ads • Analyst reports • White papers • eBooks
CONSIDERATION	At this stage, you want to provide potential customers with more detailed information about your product or service.	<ul style="list-style-type: none"> • Use content syndication to better qualify accounts • Heavily focus on retargeting through display ads and LinkedIn to accelerate engagement. • Establish consistent touchpoints and drive event registrations through email 	<ul style="list-style-type: none"> • Buying guides • Blog posts • Demo videos • Email • Events • Webinars
DECISION	At this stage, you want to provide potential customers with all the information they need to make a confident buying decision.	<ul style="list-style-type: none"> • Use content syndication for executive personas to accelerate decision-making • Extend into display ads to stay top of mind • Promote success stories / testimonials through short-form videos on LinkedIn to reinforce product value and push deals faster 	<ul style="list-style-type: none"> • Comparison guides • Case studies • Product sheets • White papers • Native ads • Live demos • How-to guides
RETENTION	At this stage, you want to continue to engage with customers and provide them with the support they need to be successful with your product or service.	<ul style="list-style-type: none"> • Leverage content syndication to stay top of mind with informative eBooks and white papers • Use display ads and LinkedIn to share education about product attributes via videos, webinars, and trainings • Distribute informative customer-focused email newsletters, but stay away from marketing hype and sales promotions 	<ul style="list-style-type: none"> • Case studies • Customer events • eBooks • Newsletters • Customer advisory board (CAB) • Feedback surveys

How Endava Uses Multi-Channel ABM to Drive 30x ROI

THE CHALLENGE

Endava is a leading technology services company that combines world-class engineering, industry expertise, and a people-centric mindset to assist global enterprises in creating technological solutions that drive innovation and transform businesses. The company prioritizes understanding the ins and outs of each customer's industry and applying the right content and messaging for a deep go-to-market campaign strategy based on customers' pain points.

Realizing that, according to LinkedIn's 95-5 Rule, a majority of their target accounts are not ready to buy at any given time, Judit Szabo, Global Head of Demand Generation and Marketing Operations, saw an opportunity to bolster the company's marketing efforts with full-funnel ABM to drive stronger top-of-funnel lead generation efforts with in-market accounts while also staying top of mind with accounts not ready to buy. She understood the importance of account data and sought out a partner that could help them capture account intelligence to fuel their real-time and future campaign strategies for stronger marketing-influenced pipeline and ROI on their efforts.

THE SOLUTION

Endava's successful partnership with Madison Logic enables Judit and her team to execute a true multi-channel approach that leverages ABM Content Syndication to generate top-of-funnel leads and successfully target and engage them and ABM Display Advertising to fortify brand awareness and retargeting campaigns to stay top of mind with future customers.

THE RESULT

Endava has seen great success running multi-channel ABM with Madison Logic by allowing them to establish relationships with target accounts and engage them with relevant, industry-specific content to consume at their own pace. Not only did they see over 40% of their top-of-funnel contacts come into their pipeline, but they've also seen 30X ROI on influenced pipeline.

“What we really appreciate in an account-based marketing approach to our demand generation practices is really keeping in mind that we need to serve the customers that are in need of our solutions and technologies right now or in the future, even just to identify their need and then to stay top of mind.”



Judit Szabo

Global Head of Demand Generation and Marketing Operations

endava 

Step 3: Measure & Optimize

In this section, uncover how to demonstrate and understand program engagement, pipeline impact, and account conversion.

A well-structured measurement framework doesn't just show what happened in your campaign; it also reveals what's working, where to make any necessary adjustments, and how to connect your ABM impact to broader business goals.

In multi-channel ABM, there are a lot of moving parts to keep track of: account and buying group targeting, unifying channels and content, and aligning teams. Without clear visibility, identifying campaign shortcomings often turns into a reactive guessing game of where to attribute results rather than a strategic evaluation of your efforts.

Since ABM requires significant time and resources, you and your team can't afford to operate in the dark. Better visibility solves these challenges by providing a full, real-time view of your campaign's performance. This not only helps you see what's working but also gives you actionable insights into what needs to be fixed, allowing you to optimize your marketing strategy and drive better outcomes with confidence.



Recognize the Difference Between Metrics and Key Performance Indicators (KPIs)

An effective measurement framework includes both metrics and KPIs that ladder up to your campaign goals and business objectives. While metrics and KPIs are often used interchangeably, they serve very different purposes in business performance measurement.

Metrics (Tactical): Quantitative measures used to track and assess specific activities or processes—such as email open rates or website traffic—that help you understand performance at a tactical level. Metrics monitor the execution of daily activities and operational efficiency and can be tracked in real time or over short periods to provide immediate feedback on specific aspects of performance.

KPIs (Strategic): High-level measures essential for strategic planning and decision-making. KPIs are typically reviewed over longer periods, such as quarterly or annually, to gauge progress toward larger business goals. Some metrics, such as customer acquisition cost, customer lifetime value, and revenue growth rate, can be considered KPIs as they are used to assess overall progress toward strategic goals and long-term objectives.

While metrics provide the operational data needed to manage and optimize daily activities, KPIs offer a high-level view of whether those activities are driving the organization toward its strategic goals. Understanding how and when to use them is a key component of your measurement strategy. While using both metrics and KPIs ensures a balanced approach to performance measurement, there are times when one should be prioritized over the other based on specific business goals. The simple rule to follow is that your metrics are your facts, your data points and foundation in putting together your data-driven narrative around your KPIs and overall goals.

For instance, if your primary goal is pipeline growth, prioritize KPIs such as influenced pipeline creation and pipeline velocity (the speed at which a deal is closed). Use metrics like content engagement rate or lead conversion rate to ensure you're on track to meeting your goal and to help you identify areas where adjustments or optimizations are needed.

Pipeline growth is the most widely used metric for 67% of companies, closely followed by revenue growth at 63%.



Common Metrics & KPIs Used in ABM

Metrics and KPIs work together in that you can link metrics to specific KPIs—but not the other way around. It's important, then, to understand how you can organize your ABM measurement efforts into different groups that clearly define the relationship between KPIs and metrics, and how both link to a larger goal.

Market Reach & Engagement

- Market reach
- Audience exposure time
- Account engagement
- Engaged accounts

Pipeline & Conversion

- Influenced pipeline creation
- Customer win rate
- Pipeline velocity
- Average deal size

Account Retention & Growth

- Retention rate
- Upsell rate
- Cross-sell rate
- Product adoption





Build a Framework to Measure and Optimize Campaign Effectiveness

Measuring the effectiveness of your ABM strategy is crucial for ensuring that your marketing efforts align with your business goals and deliver desired results. You need to create a standard, repeatable framework to unlock a granular understanding of ABM campaign efficiency and identify areas to optimize to maximize your efforts.

When building your measurement framework, the first thing you need to do is create an effective cadence for review and tracking. You want a robust measurement approach that balances real-time insights with long-term analysis.

Monitoring Frequency	KPI Analysis	Optimization Tactics
Weekly	<ul style="list-style-type: none"> • Engagement • Website visits • Lead delivery 	<ul style="list-style-type: none"> • A/B testing for messaging, content formats, ad creative • Compare performance against industry benchmarks • Identify bottlenecks in the pipeline and activate campaigns to progress accounts along the sales funnel
Monthly	<ul style="list-style-type: none"> • Appointments • Cross-channel reach • Account engagement 	<ul style="list-style-type: none"> • Refine persona targeting for each channel • Replace or remove the lowest performing content • Dial up retargeting through display and social ads with educational content or case studies for low engaging accounts
Quarterly	<ul style="list-style-type: none"> • Closed / won business • Generated / influenced pipeline • Time to close 	<ul style="list-style-type: none"> • Refine audience segmentation or create small segments to focus on selling specific solutions, verticals, or topics • Review intent data for best content and recommended topics • Reallocate budgets between channels



Connect ABM Signals with CRM and MAP to Enrich Visibility

A holistic view of your entire marketing performance data enriches your insights around your ABM strategy, as you'll have greater accuracy when tracking and measuring campaign performance. Connecting your CRM and MAP with your ABM platform provides account-level insights that you can use to validate campaign influence around metrics like opportunity volume, deal value, and sales cycle velocity. It also allows you to run more precise campaigns, targeting audiences in segments that have friction within the buying journey. For example, if people aren't closing at a high enough rate after receiving a proposal, you can run a targeted campaign with more appropriate content, such as an ROI analysis.

Achieving success is not only about gaining access to the metrics that matter to your business. It's about empowering your teams with a unified approach that optimizes every step of the buying journey for tangible business impact. While this enriched visibility allows you to quickly identify trends and optimize each channel with content for better performance across your key metrics, you'll also be able to gain deeper insight and understanding around your entire marketing strategy and what qualifies as higher-quality interactions that benefit your company's bottom line.

Analyze Data to Gain Actionable Insights

When interpreting ABM measurement data, the key is to focus on the “so what.” Viewing the numbers is not enough—you need to understand what they mean for your strategy. For example, if your account engagement KPI is low, look at the metrics feeding into it—are target accounts opening emails, attending webinars, or engaging with your content? If these interactions are lagging, the takeaway is clear: your messaging or channel tactics may need adjustment. Having a structured process for analyzing your ABM data is essential for turning raw metrics into actionable insights.

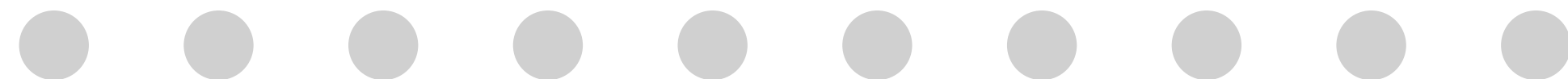
Here's how to approach this analysis:

Identify Trends: Look for patterns in your KPIs over time. Are there certain periods when engagement spikes? Are there stages in the pipeline where deals frequently stall?

Benchmark Performance: Compare your current performance against historical data and industry benchmarks. This comparison helps you understand where you stand and identify areas for improvement. Tracking ongoing trends provides more valuable insights than looking at single point-in-time results, as it shows the true impact of marketing's investment over time.

Segment Data: Break your KPIs and metrics down into segments, such as industry, company size, or account tier. Segmenting data can reveal insights specific to different target groups, allowing for more tailored strategies.

Keep in mind that ABM success isn't necessarily measured by the quantity of account leads gained. ABM is extremely resource intensive and focused on going after the accounts that will provide the most value. For example, one enterprise account that you're able to grow and retain for years is much more valuable than landing several low or mid-level accounts that won't benefit from your solution in the long term and will churn to a competitor's solution. Focus instead on the quality of converted accounts to underscore the success of your efforts.



Use Performance Results to Drive Alignment with Key Stakeholders

Metrics are critical to reveal ABM performance to executives and build trust with your sales team.

When presenting metrics to executive stakeholders, it's essential to translate data into insights that demonstrate your team's strategic impact and contribution to broader business goals. KPIs like influenced pipeline, win rate, and net revenue retention directly tie ABM success to business growth and profitability. Executives are focused on high-level outcomes, so aim to tell a cohesive story that connects these KPIs to strategic objectives, demonstrating how ABM drives long-term value. For example, show how an increase in pipeline velocity or deal size aligns with quarterly growth targets.

Metrics also serve as a bridge between marketing and sales. By sharing insights on engaged accounts, engagement patterns, and pipeline progression, you empower sales teams to prioritize accounts and tailor follow-up actions based on real-time engagement data. Regular feedback loops—such as biweekly meetings or shared dashboards—ensure that sales and marketing remain aligned on account strategy and can adjust tactics in real time. For instance, if account engagement is high but conversion is underperforming, you may need to work with sales to refine messaging or introduce additional sales enablement materials that address specific buyer concerns.



How Amilia Exceeded Their Pipeline Target

THE CHALLENGE

Amilia, a leading provider of recreation software that helps businesses, community organizations, municipalities, and parkers better serve their communities through digital processes, needed a way to effectively reach and engage high-value prospects.

Diana Viola, Performance Marketing Manager at Amilia, was tasked with optimizing the company's multi-channel marketing approach to generate high-quality leads, drive brand awareness, and increase pipeline growth. To succeed, Diana needed a strategy that would help her team capture valuable intent signals from key accounts and deliver highly targeted, personalized messaging across channels, ensuring that Amilia was engaging the right decision-makers at the right time.

THE SOLUTION

Madison Logic's seamless integrations with Amilia's reporting tools, including HubSpot and Salesforce, provided Diana with crucial engagement insights and alerts, enabling her to empower the sales team with actionable data and engagement scores they could use for meaningful interactions. This alignment between marketing and sales ensured that Amilia was reaching the most valuable accounts in real time.

THE RESULT

The partnership with Madison Logic produced remarkable results for Amilia's marketing and sales teams. They exceeded their pipeline target by 746%, with 30% influenced by Amilia's multi-channel ABM campaigns run through Madison Logic.

Additionally, Diana reports a 265% increase in website traffic, primarily driven by retargeting through display ads. This collaboration with Madison Logic proved instrumental for the Amilia team in amplifying engagement, surpassing revenue goals, and positioning Amilia for continued success.

“Madison Logic's integration with our reporting tools such as HubSpot and Salesforce and communication tools such as Slack was crucial in this process. It allowed us to set up reports and alerts that package key engagement signals like trending intent topics, site visits, and content interactions, and provide an engagement score to share with sales. This ensured that they could act on the right accounts in a timely fashion, maximizing efficiency and results.”



Diana Viola
Performance
Marketing Manager

amilia



Unlock the Power of ABM with a Targeted Approach to Drive Engagement, Pipeline, and Growth

As the complexities of the B2B buyer journey continue to grow, ABM enables businesses to cut through the noise with personalized messaging and campaigns tailored to the specific needs of each account and their buying group. By fostering close alignment between sales and marketing teams and leveraging data-driven insights, ABM not only accelerates the buying process but also builds stronger, long-lasting partnerships.

For marketers ready to embrace a smarter, more focused way of reaching and converting prospects, ABM is the key to achieving greater engagement, higher order values, and faster pipeline velocity. This playbook should provide you with a foundation to build better strategies to own the buying journey by helping you understand:

- What intent data is and how to use it to drive smarter decisions around what accounts to prioritize, which buying committee personas to engage, and the content and messaging that will resonate the most.
- Why multi-channel activation is key to full-funnel engagement by allowing you to target each buying group with tailored messaging that fuels awareness and demand.
- How to measure the impact of each strategy, program, activation, and campaign on pipeline and revenue—and use that visibility to refine your approach to speed up the sales cycle.

Transform Your ABM Strategy with Madison Logic

With a holistic view of your unified ABM strategy and efforts, the centralized ML Platform is the premier solution for modern marketers to power their growth and drive higher conversions. Accelerate every stage of the buying journey with the only ABM activation platform that combines three sources of intent signals, four leading media channels, and ROI metrics to drive more quality conversions.

Ready to discover how to drive more success from your ABM strategy? Find out why today's leading marketers partner with Madison Logic to improve the effectiveness of their ABM efforts.



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