



# The Phases of Successful ABM

ABM is a strategic approach that aligns marketing and sales efforts to engage high-value accounts with personalized experiences. A successful ABM strategy progresses through four key phases.

## 1 Optimized Website Conversion

**Goal:** Convert website visitors into pipeline by recognizing and engaging high-intent accounts early through data-driven insights and seamless sales-marketing collaboration.

- Identify and de-anonymize website visitors to uncover company-level intent.
- Use ABM workflows to surface high-intent accounts and trigger timely engagement.
- Ensure seamless handoff between marketing and sales for timely follow-up.

**Why It Matters:** Your website visitors are already showing interest—turning them into pipeline is the first and most important step in scaling ABM. If your sales team can convert these engaged prospects into conversations, you have a clear path to accelerating revenue.



“Propensity makes it very easy to begin tapping into intent data and tracking both third-party intent and first-party intent with their ABM-connected website.”

- Frank I.

## 2 Activation of ABM Campaigns

**Goal:** Launch targeted ABM campaigns that meet key performance benchmarks.

- Develop segmented account lists based on firmographic, technographic, and behavioral data.
- Run omnichannel campaigns using 15+ channels like CTV, programmatic, email, and direct mail.
- Track engagement benchmarks such as impressions, visits, and influenced pipeline.
- Continuously improve campaigns with performance scoring and AI-driven optimization recommendations.

**Why It Matters:** Running targeted, data-driven campaigns ensures your marketing efforts reach the right accounts at the right time, increasing engagement and pipeline impact.

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“Before using Propensity, I struggled with platforms that required huge contact lists to run ads, driving up costs and reducing campaign efficiency. Propensity allowed me to target more specific audiences, which drastically improved my ROI and lead generation quality.”

- Carlos G.





## 3 Automation of ABM Motion

**Goal:** Create a scalable and repeatable ABM engine between sales and marketing.

- Automate lead scoring and routing based on intent and engagement signals.
- Implement AI-driven workflows to ensure timely, context-aware follow-ups.
- Integrate ABM platforms with CRM and sales automation tools to track attribution.
- Measure pipeline impact with key metrics such as influenced revenue, sales velocity, and ABM ROI.

**Why It Matters:** A scalable, automated ABM engine ensures that high-intent accounts are continuously engaged, reducing manual effort while increasing efficiency and revenue predictability.

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“I'm able to send emails and display ads, including with integrations to LinkedIn and Facebook, from one platform and have those metrics push back into my CRM. It's a one-stop tool for my account-based activities.”

- Crystal B.

## 4 Personalization at Scale

**Goal:** Deliver hyper-personalized experiences across sales interactions.

- Serve dynamic, account-specific content through ads, emails, and web pages.
- Equip sales teams with AI-driven “next best action” recommendations.
- Personalize messaging based on engagement data, account history, and predictive analytics.
- Measure impact through engagement rates, deal acceleration, and pipeline contribution.

**Why It Matters:** Personalized experiences drive higher engagement and conversions by ensuring that marketing and sales interactions are tailored to each account's specific needs and behaviors.

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“With Propensity, we can effectively personalize messaging for our most valuable contacts and prioritize which contacts need outreach right away. This has helped us improve engagement and build stronger relationships with prospective customers.”

- Simon S.



## How We Help

Propensity enables every phase of ABM success by:

- ✓ Identifying and prioritizing high-intent accounts in real-time.
- ✓ Automating lead distribution and campaign execution.
- ✓ Providing AI-driven recommendations for optimizing ABM efforts.
- ✓ Seamlessly integrating with your CRM and sales automation tools.

## Resources

- Take our [ABM Readiness Evaluation](#) to see how your strategy stacks up.
- [ABM Evaluation Scorecard](#): Compare ABM platforms based on key criteria.

