



How ABM Empowers SDRs to Crush Their Numbers

Successful outbound sales start with strong sales and marketing alignment. When ABM is done right, it builds trust with sales by ensuring SDRs have the right list of target accounts, accurate contact information (with pre-verified emails), and real-time intent signals. So SDRs can focus their time on the right leads at the right moment—without having to source, verify, and qualify contacts themselves.

Equip SDRs with Actionable Data and Insights

With Propensity's lead scoring, next-best-action modeling, and deep CRM insights, SDRs are primed with everything they need to succeed. Instead of wasting time on low-intent prospects, they can zero in on high-intent accounts, boosting efficiency and hitting their outbound sales benchmarks.

Next-Best-Action Modeling: The Right Message at the Right Time

Not all leads are created equal. Propensity's next-best-action modeling ensures SDRs know exactly how to follow up with each lead by:

- Recommending the right sequence and outreach method
- Personalizing messaging tailored to profile data and website engagement
- Prioritizing contacts based on real-time behavior and intent signals

This data-driven approach saves SDRs time and increases conversion rates by ensuring every interaction is timely and relevant.

Improve SDR Outreach and Connection Rates with ABM

With increasing anti-spam restrictions, SDRs face more challenges than ever in connecting with prospects. ABM ensures SDRs connect with the right prospects at the right time by:

- Providing full visibility into which prospects are clicking on ads, visiting your website, and engaging with your content.
- Ensuring SDRs reach high-intent leads who are most likely to respond.
- Using verified, pre-qualified contact data to avoid spam filters and increase deliverability.
- Equipping SDRs with insights to personalize outreach, making emails and calls more relevant and welcomed.

By focusing on quality over quantity, SDRs can work more efficiently, maximize engagement, and meet outbound sales benchmarks with less wasted effort.

Once marketing has qualified the right accounts, SDRs can:

- Build sequences tailored to each lead's engagement history.
- Hyper-personalize emails to improve response rates.
- Make high-quality cold calls to prospects who are already aware of your brand.
- Connect on LinkedIn to nurture relationships and build pipeline momentum.

ABM-driven outreach can deliver up to 5x higher engagement rates, making every SDR's day more productive and impactful.





Outbound Sales Benchmarks for SDRs

By focusing on high-intent leads, SDRs can expect improved performance across outbound channels:

Calls Made

- Connection Rate: 20-40%
- Demo Booked
- Conversion Rate: 1-8%

Emails Sent

- Open Rate: 25-40%
- Response Rate: 3-5%

LinkedIn InMail

- Response Rate: 15-25%

Close the Loop and Drive More Deals

Seamlessly pass MQLs from Propensity into your CRM with a daily sync, ensuring sales teams always have fresh, high-quality leads. Integrate with your sales automation tools so your reps can take immediate action, accelerating engagement and conversions with your best-fit audience.

When ABM and SDRs work together, sales cycles shorten, engagement rates increase, and more deals close. Equip your team with the right tools and insights to book more meetings, build stronger pipelines, and close more deals—with the power of ABM.



“Propensity’s intent data helps us more accurately identify key decision makers, improving our chances of success. This saved our team a ton of time and helped us increase outreach relevancy and effectiveness.”

- Vincent A.