



New Year New Strategies

Powering Up Your 2025 Advertising Efforts

Hannah Jordan, Digital Marketing Director



Overview

1. 2024 Lookback
2. Know your data
3. What's new in 2025
4. Multichannel
5. Campaign Mapping



ICP Overlap Leads to Mixed Messages

1 🏠 📞 DBTAL = true

AND

2 🏠 📞 Member of List In MAL-ICP-ABX

AND

3 🏠 📞 Member of List In MAL-ICP-Data

AND

4 🏠 📞 Member of List In MAL-ICP-SI

AND

5 🏠 📞 Member of List In MAL-ICP-Ad



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Health News

Healthline News reports on emerging research, new treatments, diet, exercise, and trending topics in health and wellness. All articles are written by our network of editors and contributors. Everything we publish is fact checked by our panel of experts.

Hey Demandbase,
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Top plays tailored to each buying stage
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Why I Exercise: Real People Weigh In on What Keeps Them Going

Fitting in exercise is hard for everyone. Hearing what keeps other people going...

10 Ways to Move More in Everyday Life

It can feel overwhelming when you're trying to make time for exercise. Here are...

Fit It In: Mini Workouts Are a Great Option When You're Crunched for...

Feeling like it's impossible to find time to exercise? Don't fret Science says...

Product Interest Segments

Demandbase keyword intent

Trending intent (spike in intent activity)

Salesforce campaign response
(content downloaded, webinars, etc.)

Webpage visits



Segment Criteria

Basic

Advanced



☐ Edit Logic

1 Demandbase Keyword Intent

Add constraint

Intent Keyword Set = A...,ABX Cl...,ABX Cl... , and 1 more

Intent Strength Exists

OR

2 Trending Intent

Add constraint

Intent Keyword Set = A...,ABX Cl...,ABX Cl... , and 1 more

OR

3 Member of SFDC Campaign

Add constraint

Campaign Exists

Campaign Type Exists

Related Product = ABX Cloud

OR

4 Visited Web Page

Add constraint

Web Page Contains /prod... ,/prod... ,/pro... , and 18 more

+

Cancel

Apply

Campaigns, Creatives, and Audience Criteria

TAL-Awareness

TAL-Acquisition-CatchAll

TAL-Acquisition-ABX

TAL-ACquisition-Ads

TAL-Acquisition-Data

TAL-Acquisition-SIC

TAL-Acceleration-ABX

TAL-Acceleration-Ads

TAL-Acceleration-Data

TAL-Acceleration-SIC

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Hey Demandbase,
Crowded markets make
it hard to stand out

Gain the advantage with
the leading account-based
GTM platform

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Engagement by Product

Product with the Most EngMins (1 mo)

[i](#)

ABX

ABX EngMins (1 mo) [i](#)
1,032

Advertising EngMins (1 mo) [i](#)
449

Data EngMins (1 mo) [i](#)
245

Sales Intelligence EngMins (1 mo) [i](#)
265

Primary Product Interest [i](#)

Secondary Interest - ABX Cloud [i](#) ☐

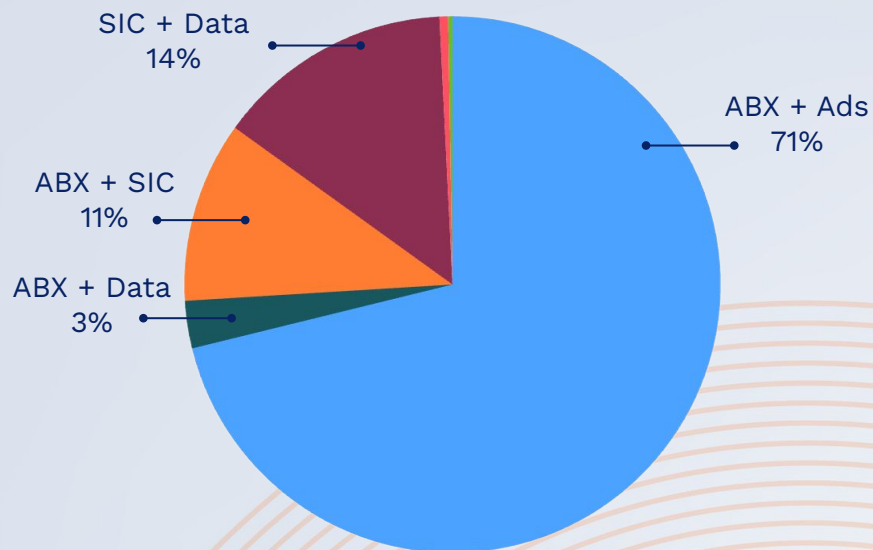
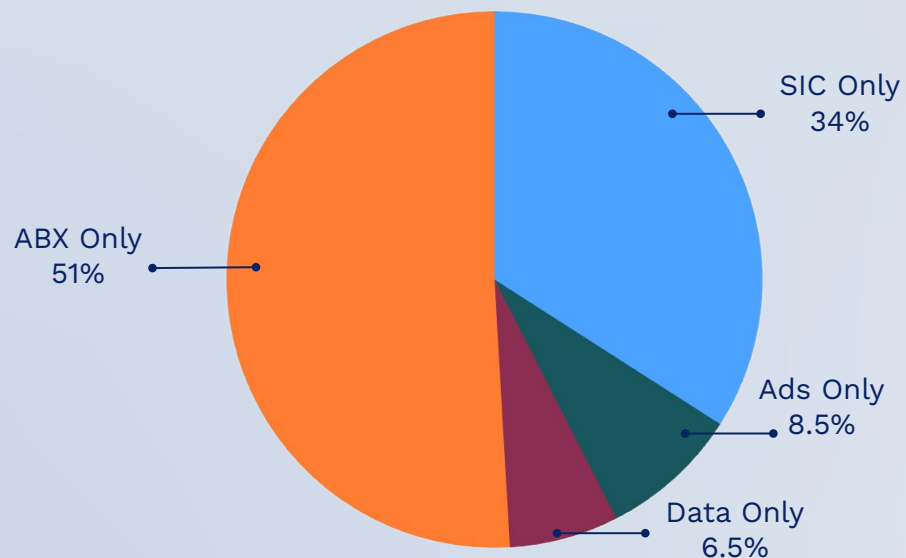
Secondary Interest - Advertising Cloud [i](#) ☐

Secondary Interest - Data Cloud [i](#) ☐

Secondary Interest - Sales Intelligence [i](#) ☐



But We Learned Not All ICPs are Equal

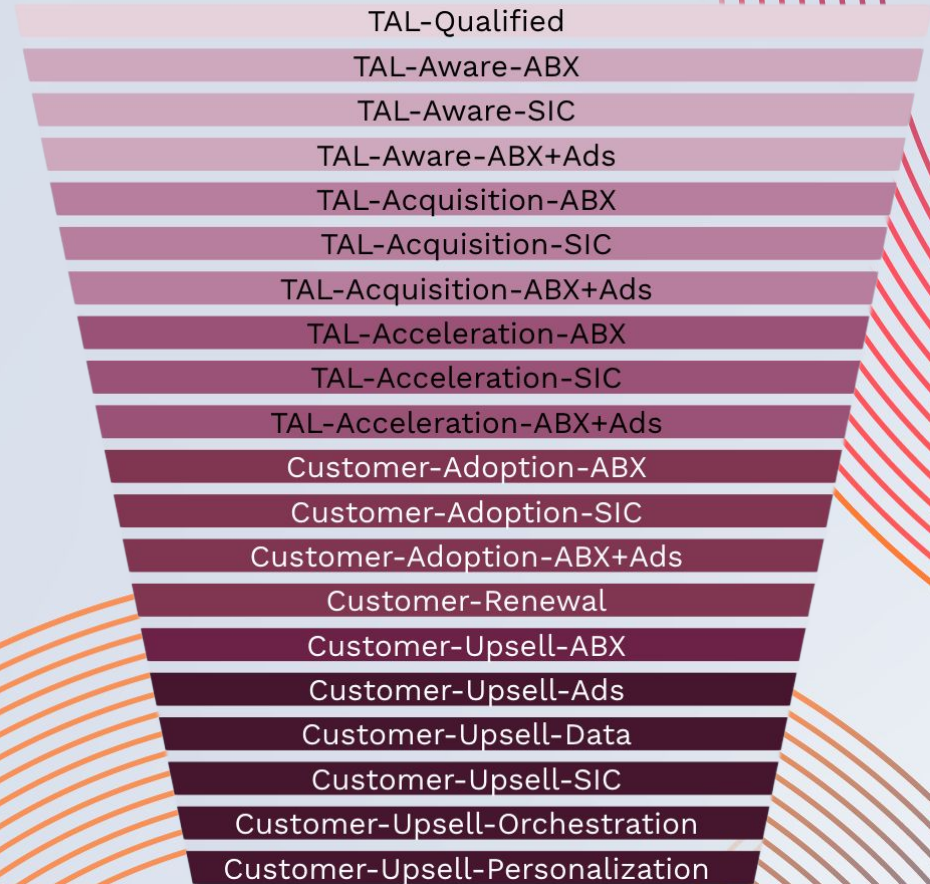




DB Journey Stages	Campaigns				
	Qualified (All)				
Qualified	Qualified (All)				
Aware	Aware (ABX)	Aware (SIC)		Aware (ABX + Ads)	
Interested, Engaged, MQA	Acquisition (ABX)	Acquisition (SIC)		Acquisition (ABX + Ads)	
SQL Opp, Pipeline Opp	Acceleration (ABX)	Acceleration (SIC)		Acceleration (ABX + Ads)	
Customer, Subscriber start date in past 4 months	Customer Adoption (ABX)	Customer Adoption (SIC)		Customer Adoption (ABX + Ads)	
Customer, renewal date in next 6 months	ABX Upsell	Ads Upsell	Orchestration Upsell	Personalization Upsell	Data Upsell
Customer, not in above	Customer Renewal				

2025 Structure

- Breakout by product at aware
- Remove data + ads only track
- New track for ABX + Ads
- Customer adoption campaigns based on product ownership
- Always-on customer renewal campaign
- Upsell focused campaigns



Engaged

MQA

Engaged Opportunity

Pipeline Opportunity

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64,375 followers
Promoted

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Account-Based Marketing Starter Kit

Kickstart your ABM journey

[Get Started](#)

Hi there,

Ready to stop playing catch-up and start leading the charge in your marketing game? Dive into our all-in-one ABM Starter Kit—the ultimate guide to supercharging your strategy. We're talking everything from zeroing in on your most valuable accounts to syncing up your sales and marketing teams for unbeatable results.

Whether you're new to account-based marketing (ABM) or looking to fine-tune your approach, this kit is loaded with no-nonsense, actionable insights to get you ahead of the curve.

Don't just keep up—dominate. Get the ABM Starter Kit now and watch your strategy transform.

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Hi there,

Fed up with your top accounts slipping away? Let's fix that.

Join us for a live, 1-on-1 walkthrough of Demandbase and discover how to:

- Find accounts when they're ready to buy, and before the competition swoops in.
- Engage accounts with precision-targeted outreach at every journey stage.
- Increase traffic from high-intent accounts that aren't yet interacting with your website.
- Close bigger deals, faster with Demandbase's account-based marketers and sellers to activate.
- Measure everything that matters - engagement insights, rates, journey velocity, heat maps, and more!

No more generic demos. You choose the time, and we personally cover everything you need—nothing extra.

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Account-Based Experience - ABX - Reinvents ABM Around The Customer Experience. ABX Takes A Village. The Engagement Platform Is Your Town Square. Service catalog: Technology Integration, B2B Advertising Solutions, Account Based Advertising...



Welcome
{{visitor.first_name |
visitor.fields.company}}!

We see you're working with the
Demandbase team.

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standing by.

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64,375 followers
Promoted

Your business is too important to rely on your sixth sense.

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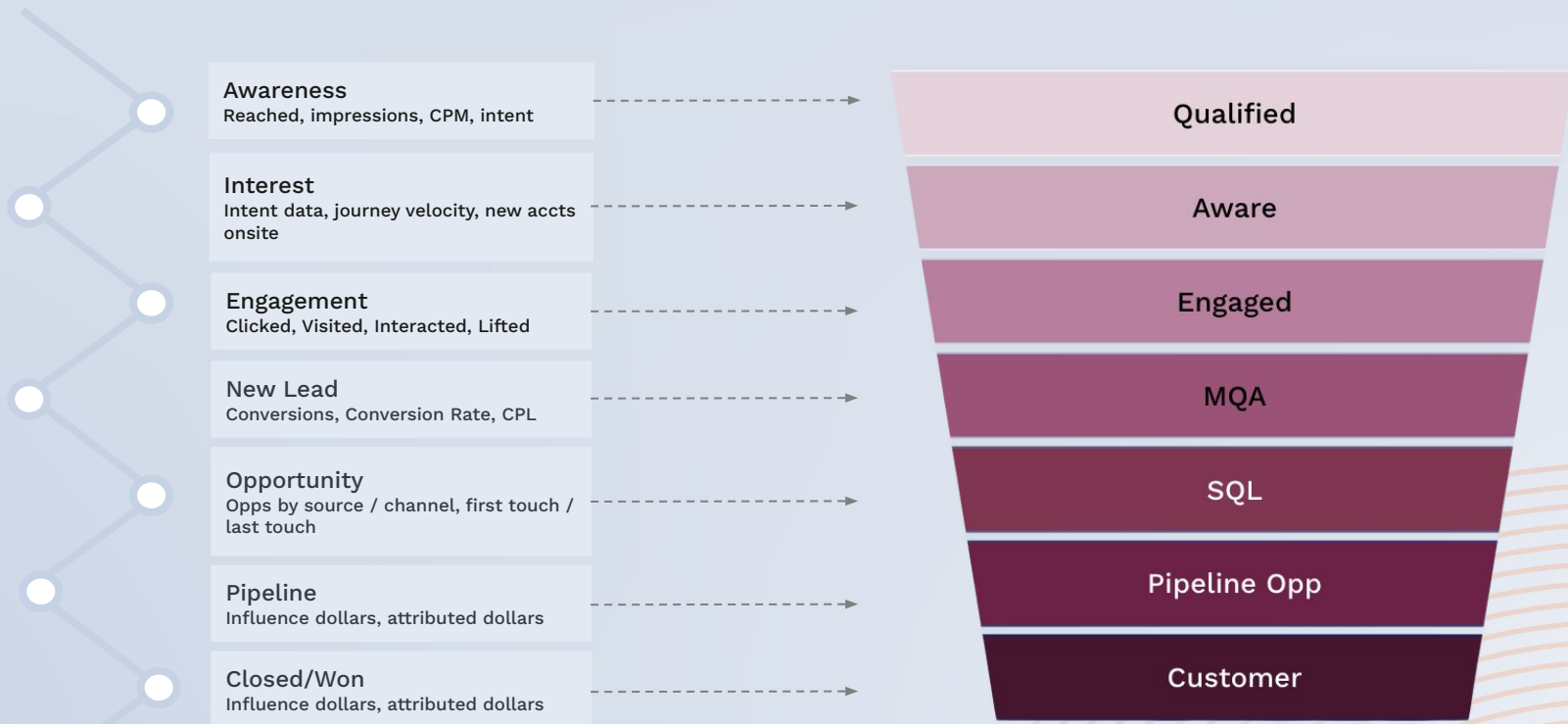
Some GTM
platforms will tell
you you're in the
driver's seat...

Get a tour of Demandbase today.



Demandbase brings precision v
matters.

Outcomes



Omnichannel Benefits

Search



37X

Pipeline \$s per
account

Social



87%

Lower cost per
lead

Email



25%

Higher open and
click-through rates

CTV



67%

Increase in web
interactions



Digital Coverage Map

✓ - Display ✓ - LinkedIn ✓ - Content Synd ✓ - CTV

	Awareness (Qual-Aware)			Acquisition (Interested-MQA)			Acceleration (SQL-PipelineOpp)			Customer (All)		
	TAL	ICP	TAM	TAL	ICP	TAM	TAL	ICP	TAM	Adopt	Retain	Expand
MM	✓✓✓✓	✓		✓✓✓	✓		✓✓	✓	✓	✓	✓✓	✓
Majors	✓✓✓✓	✓		✓✓✓	✓		✓✓	✓	✓	✓	✓✓	✓
ENT	✓✓✓✓	✓		✓✓✓	✓		✓✓	✓	✓	✓	✓✓	✓
Strat	✓✓✓✓	✓		✓✓✓	✓		✓✓	✓	✓	✓	✓✓	✓

CTV Campaigns

TOFU Strategy

Intent + no web visits

1 Accounts with Any Activity

A Demandbase Keyword Intent

D Intent Keyword Set = ABX Cloud

D Intent Strength = HIGH

+

AND

2 Accounts with No Activities

A Visited Web Page

D Web Page Exists

+

BOFU Strategy

Targeted 1:1 campaigns

Basic

Advanced

Edit Logic

1 Journey Stage = Pipeline Opportunity

AND

2 Account Name = CompanyABC

+

Results

Display vs CTV

Metric	Display	CTV	Δ
Reached	75%	74%	-1%
Visited	45%	53%	18%
Lifted	34%	36%	3%
Interacted	25%	35%	40%

Overall, accounts that received CTV ads had a **64%** increase in unique visitors and a **476%** in page views



Journey Stage	Segment	Paid Social Content	Display Content	Webchat Content
Qualified	ENT	Product Tours Page ABM 101 Page	<i>Campaigns/ads based on which product account is showing intent for</i>	If on product pages, then product specific experiences / assets, otherwise Unspam Your Brand guide
	MM	ABM vs ABX Page G2 Report		
	EMEA	ABM 101 Page ABM vs ABX No Wasted Budget Growthbusters Page		
Aware	ENT	Product Tours Page ABM 101 Page	ABX Intent: Hidden Cost eBook Account Based Analytics Page Buying Groups Page SIC Intent: SIC Product Page Sales Problems We Solve Company Data Page Ads Intent: Advertising Product Page DSP Page A/B Test Blog	If Marketing Persona - Sell ABM to Your Boss OR ABX Infographic If Sales Persona - Sales Problems We Solve Page OR I Hate Spam eBook If Unknown - Tips to Work Smarter Not Harder
	MM	ABM vs ABX Page G2 Report		
	EMEA	ABM 101 Page ABM vs ABX No Wasted Budget Growthbusters Page		

The background features a light blue gradient. On the right side, there are decorative wavy lines. A large set of orange lines curves from the top right towards the center. Below it, a set of blue lines curves from the bottom right towards the center. The lines are thin and closely spaced, creating a sense of movement and depth.

Thank You!

