



Mastering the Revenue Playbook: Winning Strategies for Demand Gen, ABM, and Customer Marketing

February 2025



Introductions



Stephanie Quinn

Senior Director, Global
Campaigns + Digital
Marketing



Cristy Ziegler

Director, North America
ABM and Field Marketing






Leanne Chescoe

EMEA Marketing Director

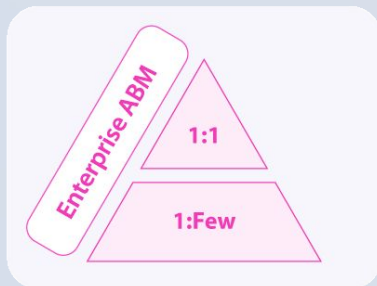
Winning Account-Based GTM Strategies



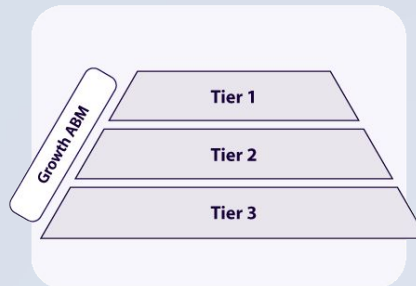
Account-Based GTM Maturity Model

	Crawl 	Walk 	Run 
Stage Description	<ul style="list-style-type: none"> Buy-in is secured from the leadership team and resources have been allocated towards the launch of an ABM pilot. A smaller-scale ABM program is run, results and areas for optimization are collected. A data-backed business case is generated to scale the account-based approach. 	<ul style="list-style-type: none"> A business case to expand the ABM program is approved by the leadership team. Further resources are allocated to adequately support the program expansion. The ABM program is scaled and embedded within the organization's go-to-market (GTM) operating model. 	<ul style="list-style-type: none"> ABM is perceived as a business-critical function across both the leadership and revenue teams. Marketing, sales and customer success alignment and unification is a cultural norm. An account-based GTM is the standardized procedure across the organization.
Internal Perception	<ul style="list-style-type: none"> Seen as experimental. 	<ul style="list-style-type: none"> Recognized for success, growing support. 	<ul style="list-style-type: none"> Critical to strategy, widely accepted.
Headcount	<ul style="list-style-type: none"> Small core team. 	<ul style="list-style-type: none"> Growing team, roles diversification. 	<ul style="list-style-type: none"> Large, specialized team.
Resource Allocation	<ul style="list-style-type: none"> Limited, focused on pilot projects. 	<ul style="list-style-type: none"> Increased, supports program expansion. 	<ul style="list-style-type: none"> Substantial, integral to marketing spend.
Technology Stack	<ul style="list-style-type: none"> Basic ABM tools, CRM integration. 	<ul style="list-style-type: none"> Enhanced tools, advanced analytics. 	<ul style="list-style-type: none"> Comprehensive, cutting-edge tech ecosystem.

ABM Model Deployment



Enterprise ABM



Growth ABM



Deal Acceleration

Deployment Fit

- Typically applied in larger organizations who have high ACVs (+\$250K).

- Should be leveraged in the overwhelming majority of all B2B organizations.
- Typically the lead generation or demand generation teams evolve their entire strategy to growth ABM.

- Selectively applied when a strategically significant deal emerges.

Account Mix

- Usually applied to help expand revenue growth within existing customers, although it's not limited to this.

- Usually applied for net-new pipeline generation and revenue acceleration strategies, although it's not limited to this.

- Usually applied to support the acceleration of open opportunities to close.

Applying Account-Based GTM to our Customer Marketing Strategy



Roles & Responsibilities

MARKETING

- Develop and execute structured 1:1 account plans in collaboration with sales.
- Identify 1:1 strategies and execute to plan.
- Execute GTM plays and co-marketing efforts
- Provide personalised content & tools to enable consistent and meaningful outreach to target accounts.
- Regular 1:1 ABM Standups and QBR reporting.

GAD SDR

- Identify and qualify high-fit accounts and contacts
- Provide account insights and feedback to marketing
- Consistent and meaningful outreach to target accounts, utilising marketing content
- Identify significant moments & execute personalised DM
- Proactively drive CBTA reg for in-person events
- Timely follow-up with marketing campaign engagements

GADs

- Identify and qualify high-fit accounts for 1:1 programs
- Develop and execute structured account plans in collaboration with marketing.
- Engage decision-makers with personalised outreach.
- Drive pipeline progression and close deals.
- Provide account insights and feedback to marketing.
- Support customer advocacy opportunities

CSM

- Execute & share structured account reviews.
- Build and nurture relationships with key stakeholders.
- Identify cross-sell and upsell opportunities.
- Share customer feedback to inform ABM strategies.
- Support marketing programs.
- Identify customer advocacy opportunities.

PARTNER

- Facilitate joint GTM plays and co-marketing efforts.
- Identify & proactively drive mutual opportunities for account growth and engagement within 1:1 accounts.
- Manage partner relationships and ensure alignment with ABM objectives.
- Manage and share partner insights with internal teams.

SOLUTION CONSULTING

- Support deal progression by demonstrating value, addressing technical questions and challenges.
- Collaborate with marketing to tailor outreach for account-specific needs.
- Gather insights from prospects and customers to inform product and ABM strategies.
- Support marketing programs & events.

TAM

- Provide strategic guidance for long-term technical success & identify account growth opportunities.

EXECUTIVE TEAM

- Champion the ABM program across the organisation.
- Build relationships with C-suite executives at target accounts.
- Set and track individual KRs that ensure ABM program success.
- Advocate, support, and maintain presence at marketing events and programs.



Core Team
Monthly ABM Standups

Expanded Team
QBR Collaboration

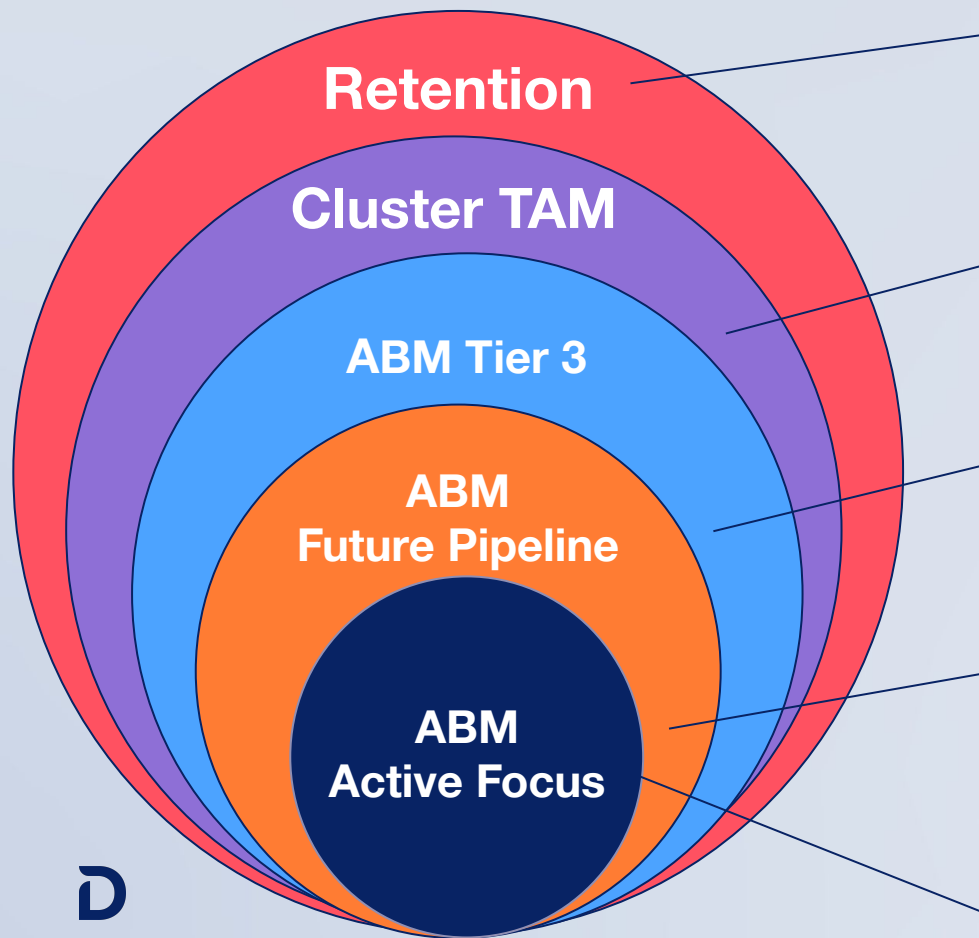
The Pod Model: The GTM Team of the Future



What if Sales, CS, and Marketing all work together to attract, convert and delight customers?



Segmentation Mapping



Retention: Drive Adoption, Awareness and Retention

Focus and Action

- Focus on maintaining current customers relationships through excellent service, addressing their needs and leveraging satisfied customers to spread positive words about the brand
- Deliver exceptional customer experiences and proactive support to prevent churn
- Actively gather feedback to improve our offerings
- Recognize and reward loyal customers
- Empower customers to advocate

Cluster TAM: Bring awareness of other Demandbase solutions

- Needs based segmentation that focuses on understanding the customer pain point and requirements
- Serving the right products and solutions at the right time to enhance their experience

ABM Tier 3: Bring awareness of other Demandbase solutions in new Line of Business or Subsidiaries

- Behavior-based segmentation - analyzing how the customer interacts with products and services. Accounts that need to increase their engagement levels and responses to Marketing efforts. Renewal date <1 year

Future Pipeline: Bring awareness of other Demandbase solutions in new Line of Business or Subsidiaries

- Precision segmentation and allocation of resources to maximize opportunity creation and sales ready conversations within Tier 2 accounts.
- Renewal date >1

Active Focus: Create Sales Opportunities in High Value Accounts

- Segmentation based on the value of each customer - highest CLV = Tier 1 accounts
- High Value Accounts are prioritized and receive personalized account management, tailored investment and 1:1 resource allocation

Regional ABM Programs



2025 Customer ABM Strategy

	TRIGGER	WHEN	WHY	WHO
1:1 Strategic	GAD Nominated	3 Per Quarter	MUST-KEEP Strategic renewals and expansion accounts for white glove support	ABM + GAD + GAD SDR + Digital
1:Few	TECHNOGRAPHIC & CUSTOMER SUBSIDIARIES	~40 Quarterly	Q125 = PRODUCT EXPANSION ENT/STRAT Accts	ABM + GAD + GAD SDR + PMM + Experts + Digital
1:Many	UPSELL/X-SELL Accounts	~100-200 Quarterly	PRODUCT-BASED Programmatic upsell and cross-sell plays to existing customer base	Lifecycle Marketing + Digital + GAD + SDR*
1:Many	ALL CUSTOMERS Accounts	~1000	RETENTION Ongoing support and adoption plays to existing customer base	Customer Campaigns + Digital + GAD + SDR*

*SDR for ENT/STRAT Accounts Only

Field Marketing Regional Plans

ABM Motion	Trigger	Q1	Q2
1:1	Growth Opportunities	Account-led 1:1 marketing execution including Product Expansion and/or Global Expansion Plays. Utilising digital personalisation, paid ads, direct mail, field events.	<ul style="list-style-type: none"> + White-glove events & VIP experiences + Partner Co-marketing
1:Few	Upsell/Cross-Sell	Product Expansion Program	<ul style="list-style-type: none"> • Product Upsell Program (TBC) • Tech Integrator Co-marketing (TBC)
1:Many	Retention	Global Lifecycle & Digital Programs Competitor Intent and Renewal Auto-Nurture	Global Lifecycle & Digital Programs
1:Many	Upsell/Cross-Sell	Global Lifecycle & Digital Programs EMEA Specific <ul style="list-style-type: none"> • Quarterly Ask Me Anything Office Hours • Monthly Live to Simu-live Product Demos Field Events: <ul style="list-style-type: none"> • Revenue Rise ABM Workshop (Marketing) • Funnel to Fork CMO Dinner • Revenue on the Rocks 	Global Lifecycle & Digital Programs EMEA Specific SC-led: <ul style="list-style-type: none"> • Quarterly Ask Me Anything Office Hours • Monthly Live to Simu-live Product Demos • Customer User Group (Q2 & Q4) Field Events: <ul style="list-style-type: none"> • Demandbase GO London • Revenue Rise ABM Workshop (Sales) • Funnel to Fork CMO Dinner • Revenue on the Rocks Sponsored Event Tickets/Dinner Experience at: <ul style="list-style-type: none"> • European ABM Forum • Gartner Marketing Symposium/Xpo • Momentum ITSMA ABM Forum

Customer ABM Entitlements

	# of Accounts	Direct Mail	1:1 Marketing	Additional Programs	Owner
Key Accounts [1:1]	3 per GAD	<ul style="list-style-type: none"> Annual personalised DM to engaged contacts - \$500 per account (multiple contacts) 	<ul style="list-style-type: none"> Monthly 1:1 Account ABM Standups Joint Marketing & Sales Account Plan C-Level sponsor for the account Digital program tailored to account needs Custom webinar for account Strategic workshops for account (virtual or onsite) Tailored thought leadership for each account 1:1 Roadmap session 1:1 Account Pages & Ads 1:1 Account Experiences/Dinner (In-person or virtual) 	<ul style="list-style-type: none"> Speaking opportunities at events for Champions Speak on NexGen CMO & OnBase podcast Case studies and video of success stories VIP invites to field events CAB Participation Customer Retention and Loyalty Programs Advocacy and Customer Success Initiatives 	Snr. ABM Manager EMEA GAD GAD SDR
Data Expansion [1:Few]	~40 (Data Warehouse Technographics)	<ul style="list-style-type: none"> Annual DM to engaged contacts - \$50 per account 	<ul style="list-style-type: none"> ABM Stand Ups Personalised digital campaign and landing page experience (by account name) Data play content By request workshops 	<ul style="list-style-type: none"> Tailored customer events (in-person and online) Virtual event/webinar based on key pain points w/ customer (2 per year) Expansion play outreach sequences and templates 	GAD, GAD SDR, Snr. ABM Manager EMEA Support from Product Marketing and Data Experts
Upsell/ Cross-Sell [1:Many]	Play dependent	<ul style="list-style-type: none"> DM based on engagement of the account 	N/A	<ul style="list-style-type: none"> Email nurture and ad campaigns tailored to what products they are using already e.g. ABX and how they can take it to the next level with Personalization, Orchestration, Ads etc 	Jordan & Digital
All Customers [1:Many]	~1000	<ul style="list-style-type: none"> Holiday Direct Mail Renewal direct mail (renewals over \$40K) Milestone gifting for DB usage 	N/A	<ul style="list-style-type: none"> Quarterly Customer Labs (Adoption, Expansion and Value Realization Campaigns) Monthly User Groups Monthly customer newsletter Invites to existing events Advocacy and Customer Success Initiatives Community 	Jessie (Global)

C-DBTAL Measurement

Metric #1		Metric #2	Metric #3	Metric #4
REPUTATION	New Contact Engagement	Customer Champion	User Adoption	Community Engagement
REVENUE	Attributed Pipeline	Revenue Retention	Revenue Expansion	Average Contract Size Growth
RELATIONSHIP	Account Engagement Score	# Partner Integrations	Executive-Level Engagement <i>#engaged contacts</i> <i>#engaged buying group contacts</i> <i>#engaged contacts</i>	Customer Advocacy Growth

1:Many Lifecycle Marketing

ABM Motion	Trigger	Q1	Q2
1:Many	Upsell/Cross-Sell	<p>LIVE: Product Expansion Program using email, webchat, and paid ads</p> <p>Products: DB1M, Ads, and Data</p> <p>More details: Customer Expansion Email Nurture</p>	<p>Data Expansion: Repeat 1:Few program based on results and repurpose on a larger scale. The audience will be scaled to 1:Many.</p>
1:Many	Upsell/Cross-Sell	<p>Addition: Product Expansion Program for Personalization and Orchestration</p> <p>Includes automated email nurture via Orchestration, display ads, and webchat</p>	<p>Integration Expansion Program using email, webchat, and sales outreach.</p> <p>Focus: Top 5 Integrations</p>
1:Many	Retention		<p>Customer Competitor Intent and Renewal Auto-Nurture</p>

1:Many Qualified Experiences for Customers

D

Interested in learning more about our account-based GTM platform?

Get in touch with one of our team members or checkout the latest resources!

Chat with Demandbase AI 🗨️

See related resources

Book a meeting with an expert

This chat may be recorded for quality assurance. You can view our privacy policy here.

D

Did you know that 70% of organizations are not using data properly?

We're here to fix that and help ensure your data stays clean and is connected where you need it most.

Chat with Demandbase AI 🗨️

Get the Clean Data Checklist

Schedule a meeting with an expert

This chat may be recorded for quality assurance. You can view our privacy policy here.

D

We're not like other ad tech solutions. We're built different.

(No, seriously. We're the only solution built for B2B that allows you to reach the entire buying committee.)

Chat with Demandbase AI 🗨️

See related resources

Schedule a meeting with a specialist

This chat may be recorded for quality assurance. You can view our privacy policy here.

Demandbase One
for Marketing

Data Integrity

Advertising

Audience: Customers

Trigger: If a customer clicks a product upsell display ad, they'll see a product-focused chat on our website.

Piper Email

AI Email, Piper follows up with and nurtures leads to scale inbound pipeline generation. We are currently in testing mode, but in the future we will be able to use Piper Email to target customers for different use cases.

Use Cases:

- Meeting Offered But Not Booked – Product Expansion
 - Shown a meeting offer via buttons, smart form or chat
- Event Follow-Up
- Content Follow-Up

Type of Messages:

- Guide the prompt to nurture our customers based on type of content viewed. We can enable the AI SDR to reach out based on engagement with our website or a specific campaign in Salesforce.



Bringing ABM, Demand Gen + Customer Marketing Together

It takes a village!



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.

Thank You!

