



HI. WE'RE ZION & ZION

# Precision Selling with ABX: Leveraging Data for Maximum Impact

How Sales & Marketing Can Use Engagement Signals to  
Drive Pipeline Success



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ZION & ZION

# HI. WE'RE ZION & ZION

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FROM IMPRESSIONS TO  
REVENUE...

AND EVERYTHING IN  
BETWEEN.



## ABOUT US

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**Zion & Zion** is your partner in winning, retaining, and growing Demandbase clients. As an extension of your team, we bring ABX strategies to life—executing targeted, high-impact media campaigns that showcase the power of Demandbase. We don't just activate accounts; we drive measurable revenue by aligning media, messaging, and sales engagement for full-funnel success.

From first impression to closed-won, we help your clients see results—so you can close more deals and expand existing accounts.

## OUR EXPERTISE

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01

### ABX MULTI-CHANNEL MEDIA

We execute data-driven, multi-channel media campaigns that maximize ABX impact—delivering the right message to the right accounts for real results.

02

### SALES ENABLEMENT

We equip sales teams with the insights, tools, and content needed to turn engaged accounts into closed deals, bridging the gap between marketing and sales for better ABX performance.

03

### PLATFORM EVALUATION

We help clients optimize Demandbase and ABX tools to improve targeting, attribution, and revenue impact—ensuring tech drives measurable results.



[www.zionandzion.com](http://www.zionandzion.com)

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# Why Precision Selling Matters Now

## Buyers are more independent than ever

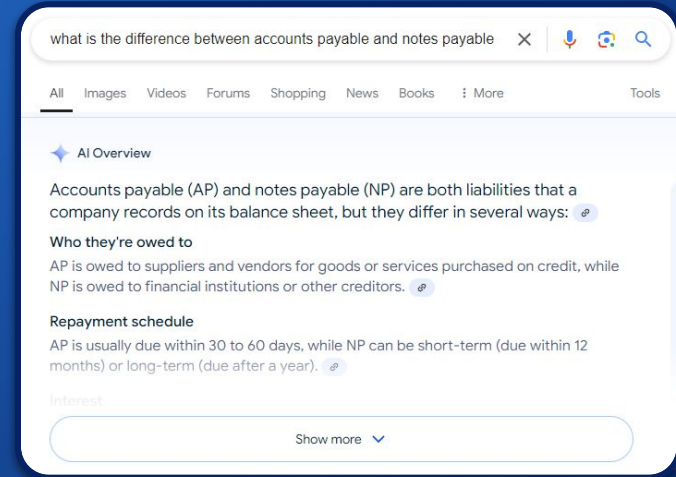
70% of the buying journey happens before engaging sales

Fewer on-site researchers (AIO, zero click searches, dark social)

## Traditional MQL models are misaligned

Leads are too broad, early, slow, mis-scored, or misprioritized

**ABX done right means sales & marketing working from the same real-time data**



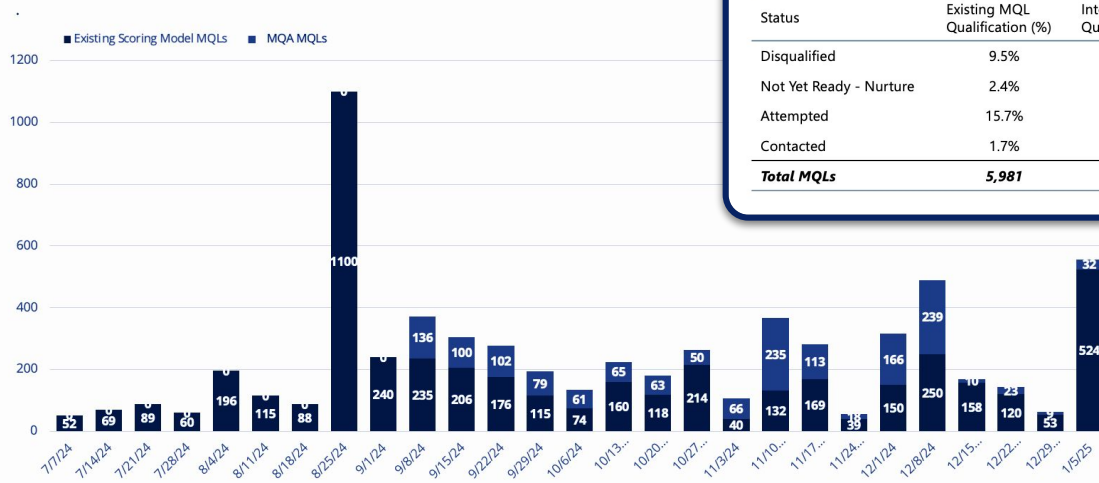
# Quick Win: Convert Known Contacts to MQLs Based on Signals

Update existing scoring models to incorporate account and person-based signals

*Closed/won deals have an average of 6.0 engaged Contacts/deal; closed lost average of 2.3 engaged Contacts/deal*

## MQL/MQC Counts by Week

Our historic scoring process generates an average of 183 MQLs/MQCs weekly. Since activated, Intent Scoring has added an average of 87 MQLs/MQCs per week, a 110.34% increase to weekly MQLs, equating to a new weekly average of 250 MQLs/MQCs.



Status	Existing MQL Qualification (%)	Intent Driven Qualification (%)
Disqualified	9.5%	2.0%
Not Yet Ready - Nurture	2.4%	2.6%
Attempted	15.7%	50.7%
Contacted	1.7%	14.7%
<b>Total MQLs</b>	<b>5,981</b>	<b>1,615</b>

# The Core Challenge – Why ABX Fails Without Data

## Common issues with traditional approaches:

Gut-driven prioritization misses real opportunities (oftentimes top accounts, selected by sellers, are *negatively* correlated with Win Rate and Deal Size)

Sales engages too early (not ready) or too late (already evaluating competitors)

Marketing and sales work from different data sets

**Solution:** Precision selling aligns sales & marketing around real engagement data

Stage	Stage Description
All Other	
Qualified	ICP Fit
Aware	Problem Aware
Engaged	Category Aware
MQA	Brand Aware
Opportunity	
Customer	



# Pillar 1 – Identifying the Right Accounts with Engagement Signals

## **Not all intent is created equal**

Behavioral vs. declarative intent

Example: Researching competitors vs. filling out a form

## **Look for high-intent signals**

Repeated engagement, late-stage content, high-value page visits, recurring intent themes

## **Account tiering** based on **signal strength and fit**



## Pillar 2 – Activating Sales at the Right Time

### Turn signals into sales actions

- Track engagement patterns (e.g., surging on competitor keywords, visiting solutions pages)
- Prioritize outreach to accounts in active buying cycles

*Bonus: look back at intent on the best closed/won deals*

### Tailor messaging to specific engagement signals

- Example: "Noticed you've been researching [competitor]? Here's how we compare."



# Sample Outbound Motion

## 14 Steps over 26 Business Days

- Day 1** —  **Step 1 | Call**  
First call. Leave Voicemail
-  **Step 2 | Email 1**  
First email. Personalize based on research you've done on the prospect.  
Attachment: Buyers Guide
- Day 2** —  **Step 3 | LinkedIn**  
Connection request on LinkedIn.
- Day 3** —  **Step 4 | Call**  
No voicemail, follow up with email.  
Attachment:
-  **Step 5 | Email 2**  
In-thread follow-up to first email
- Day 6** —  **Step 6 | Email 3**  
New email thread. Consider video for this step.
- Day 7** —  **Step 7 | Call**  
Leave VM referring to video.

- Day 9** —  **Step 8 | LinkedIn**  
Engage on LinkedIn. Consider email. Like, comment, share. View their profile.
- Day 11** —  **Step 9 | Call**  
Leave voicemail
-  **Step 10 | Email 4**  
Attachment: Case Study
- Day 16** —  **Step 11 | Email 5**  
Attachment: Implementation Guide
- Day 21** —  **Step 12 | Call**  
In-thread follow-up to first email
- Day 25** —  **Step 13 | Email 6**  
Final email.  
Attachment: Social Proof
- Day 26** —  **Step 14 | Next Steps**  
Where should this prospect go from here?  
Anything else on social you can do to connect?



# Personalize Outreach with 1st and 3rd Party Intent

## Email 1 (Intro)

Subject Line: {{Intent Topic Personalization}}

Hey {{first\_name}},  
Our research team just sent us these latest market trends for {{TOPIC}}.  
(PDF attached)

Hopefully these help you as you think about your administrative strategies and goals heading into the new year.

Let me know if there is anything else I can help with.

Thanks,  
{{My.first\_name}}

3rd party intent topic  
most recently surging  
for the account

## Email 3 (Video)

Subject Line: {{ACCOUNT}} deserves more from your technology (Video)

Hey {{first\_name}},  
We're excited to tell you about {{SOLUTION}} and the impact it's had on  
businesses like yours.

To explain more, I put together **this video for you.**

Take a look, and we're excited to get moving.

Thanks,  
{{My.first\_name}}

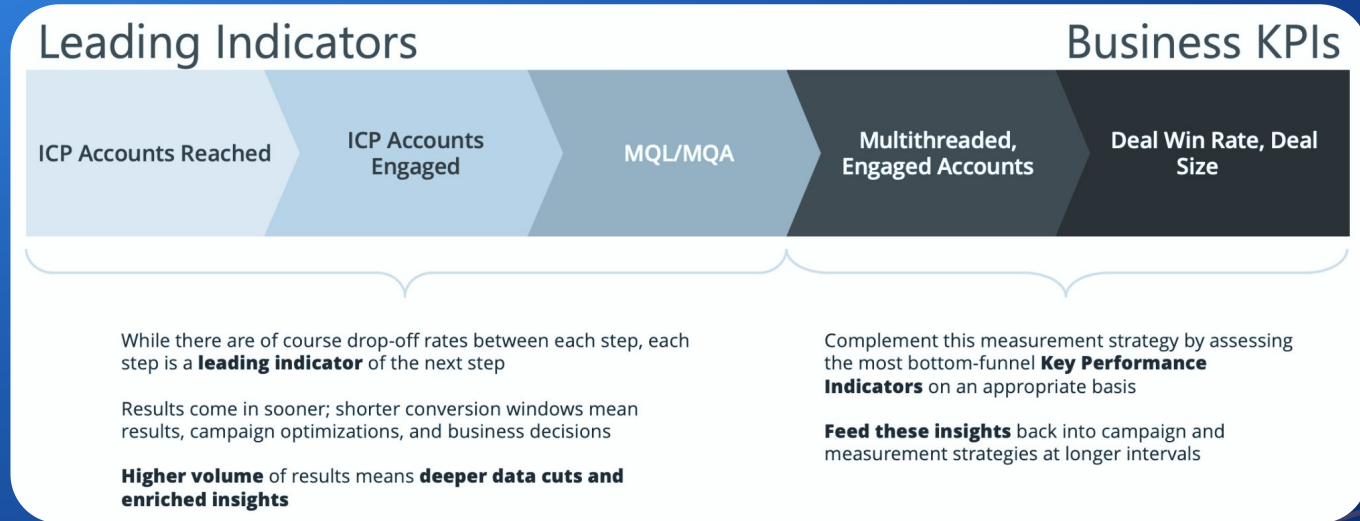
1st party intent: solution  
page visited by the  
account



# Pillar 3 – Driving Revenue Impact with Measurable ABX

## Key metrics to track:

- Accounts Reached, Engagement lift, MQAs, Engaged Contacts/Deal, Pipeline Velocity



## Pillar 3 – Driving Revenue Impact with Measurable ABX

### How precision selling reduces wasted effort & accelerates deals

#### **Why should sellers prioritize MQAs?**

Marketing Qualified Accounts (stronger fit, high intent) resulted in:

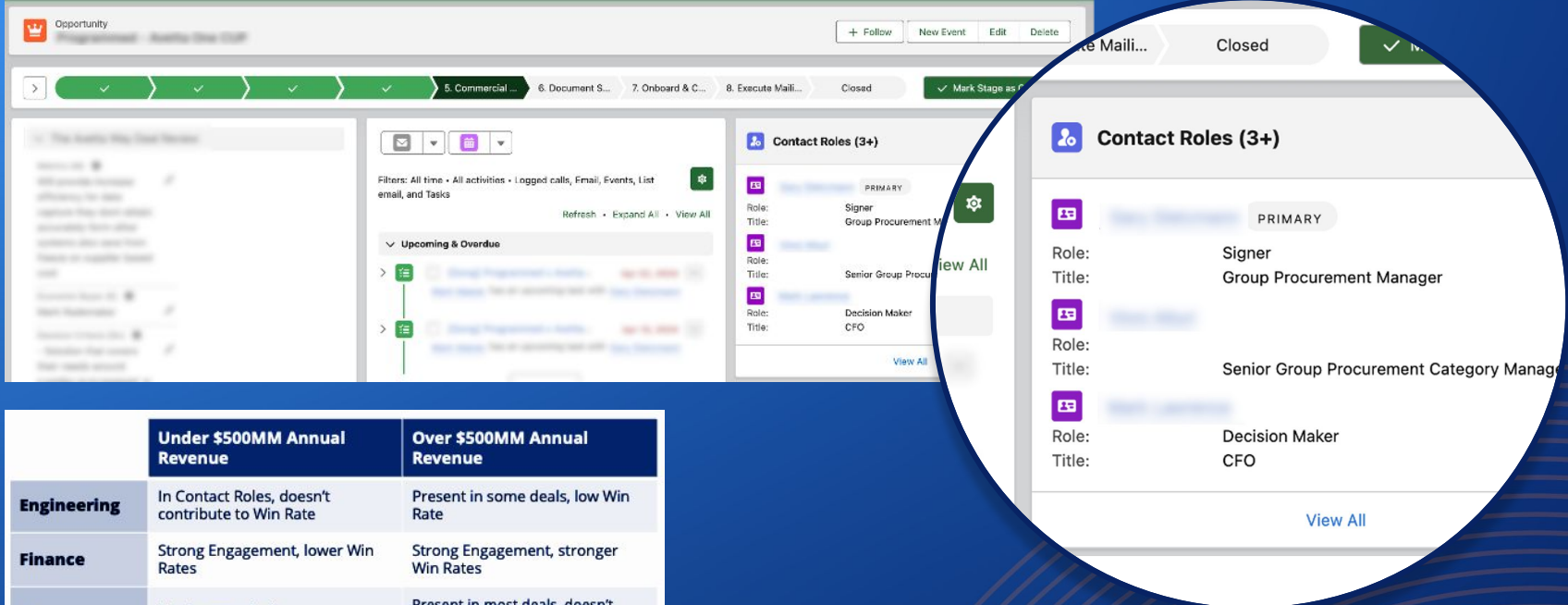
- +44% Average Deal Size
- 38% faster time to close
- 173% higher Win Rate

#### **Why should sellers multithread deals?**

When Marketing Qualified Accounts are worked, the coefficients for multithreading (reaching and engaging multiple members of the buying committee) drastically improve Average Deal Size:

- For each contact engaged, deal size increased by ~2% (p-value 0, coefficient 1,994)
- Closed/won deals have 2x the number of relevant engaged contacts vs. closed/lost deals

# Know (and Update) Your Opportunity Contacts and Roles



The image shows a CRM interface for managing opportunities. The top navigation bar includes a crown icon, the word "Opportunity", and buttons for "+ Follow", "New Event", "Edit", and "Delete". Below this is a progress bar with stages: 1. The Initial Meeting, 2. Discovery, 3. Solution Design, 4. Proposal, 5. Commercial, 6. Document S..., 7. Onboard & C..., 8. Execute Mail..., and Closed. The "5. Commercial" stage is currently selected.

On the left, there is a sidebar with filters: "All time", "All activities", "Logged calls, Email, Events, List email, and Tasks". Below the filters is a section titled "Upcoming & Overdue" with a list of items.

The main content area is divided into two panels. The left panel is titled "Contact Roles (3+)" and lists roles and titles for three contacts. The right panel is a circular inset showing a detailed view of the "Contact Roles (3+)" section, highlighting the roles and titles for three contacts.

**Contact Roles (3+)**

Role	Title
Signer	Group Procurement Manager
Senior Group Procurement Manager	
Decision Maker	CFO

View All

	Under \$500MM Annual Revenue	Over \$500MM Annual Revenue
Engineering	In Contact Roles, doesn't contribute to Win Rate	Present in some deals, low Win Rate
Finance	Strong Engagement, lower Win Rates	Strong Engagement, stronger Win Rates
HR	Not in most deals	Present in most deals, doesn't contribute to Win Rate
Operations	Most Engaged, moderate Win Rates	Most Engaged, strong Win Rates



# Pillar 4 – Align Incentives to Success

## Ask yourself:

- Are BDRs/SDRs incentivized on volume?
- Is the sales org incentivized on sales generated deals?
- Is the sales org judged/incentivized on closed/won percentages?
- Do incentives align to quality over quantity?

## Measure:

How fast are MQAs worked?

How often are deals multithreaded? What is Engagement Rate? How many contacts/deal are engaged?

What sellers are using account intelligence, how often, and how does this correspond to Win Rate, ACV, and Velocity?

Average ACV	Overall Win Rate	% MQA Opptys	Account Intel Usage
\$29,570.01	38%	96%	HIGH
\$12,126.31	45%	90%	MID
\$18,124.61	43%	89%	HIGH
\$18,734.50	36%	86%	MID
\$18,133.44	16%	84%	MID
\$34,865.13	23%	82%	MID
\$22,577.51	52%	82%	MID
\$19,635.73	9%	82%	HIGH
\$34,440.06	36%	80%	LOW
\$11,847.09	58%	79%	MID
\$22,598.10	38%	77%	HIGH
\$25,186.43	14%	74%	HIGH
\$30,044.40	13%	67%	HIGH
\$4,423.51	20%	63%	MID
\$12,268.86	38%	62%	LOW
\$4,353.93	30%	59%	LOW
\$3,355.40	40%	58%	MID
\$4,454.17	17%	57%	LOW
\$5,380.24	15%	53%	LOW
\$7,810.11	8%	52%	MID
\$6,099.78	10%	51%	LOW
\$5,554.16	14%	50%	MID
\$5,080.53	12%	47%	HIGH
\$6,222.29	16%	44%	MID
\$11,628.65	7%	31%	LOW
\$5,078.71	16%	28%	LOW





# Implementation Blueprint – Applying ABX Intelligence in Your Org

**Step 1:** Align sales & marketing on engagement signals

**Step 2:** Integrate signals into CRM, sales sequences, and outreach workflows, create sales support that aligns with these signals

**Step 3:** Establish a feedback loop for continuous optimization

**Alignment Checklist:** Does your team know how and when to act on account signals?



# Implementation Blueprint – Applying ABX Intelligence in Your Org

## Key Takeaways:

Use engagement signals to prioritize the right accounts

Reach out at the right time with the right message

Track metrics to optimize ABX impact

Incentivize the Revenue Team to the actions that produce ideal results

**More questions? Let's chat.**



# Let's Connect!



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Thank You!

