



Maximizing Marketing Performance:
**The 6-Step Model for
Hybrid ABM + Demand**

Six Key Data Processes

A B2B revenue marketing team is only as strategic – and successful – as its approach to data management. An ad hoc approach to data management leads to random acts of marketing. With marketing teams being asked to do more with less – you can't afford random acts of marketing. In the current economic environment, you need Precision Demand Marketing (PDM).

Precision Demand Marketing combines the best of ABM and demand marketing strategies to put the right message, in front of the right buyer, at the right time, on the right channel to drive pipeline and revenue for your organization.

Marketing Operations teams are critical to the execution of PDM. They can support it by developing strategic data processes resulting in structured data management that enables precise revenue marketing execution.

This eBook will walk you through the six key data processes required to support Precision Demand Marketing workflows, strategy development, and tactics. We'll use diagrams and an imaginary example company, "Acme Co," to walk you through each process.

Six Key Data Processes for PDM



Segmentation



Intent-Based Targeting



Program Execution



Buying Group Identification



Buyer Group Prioritization



Buyer Group Scoring

Meet Acme Co.

Acme Co. sells a cyber security platform software product and a managed services cyber security solution. Their revenue marketing team uses a unified ABM and demand (PDM) strategy. With a clear goal to drive demand for their SaaS product, their revenue marketing team partners with marketing operations to execute their PDM approach.

We'll follow along, walking you through the six core data processes that Acme Co.'s marketing operations team deploys to support the revenue marketing team in executing a strategy aligned to the following program objective

Program Objective

Generate awareness and demand for Acme Co.'s cyber security platform software by targeting accounts with 1,000+ employees operating in the financial services industry within North America.

About Acme Co:

- **Company Size:** 1,200 employees
- **Location:** North America
- **Industry:** Cybersecurity Technology
- **Annual Revenue:** \$250 million



Segmentation:

Enable Precision Account Segmentation

Precision demand marketing begins with precision targeting and segmentation. Marketing operations needs to enable revenue marketing to segment all target accounts using various account criteria in multiple configurations.

Data Process Objective:

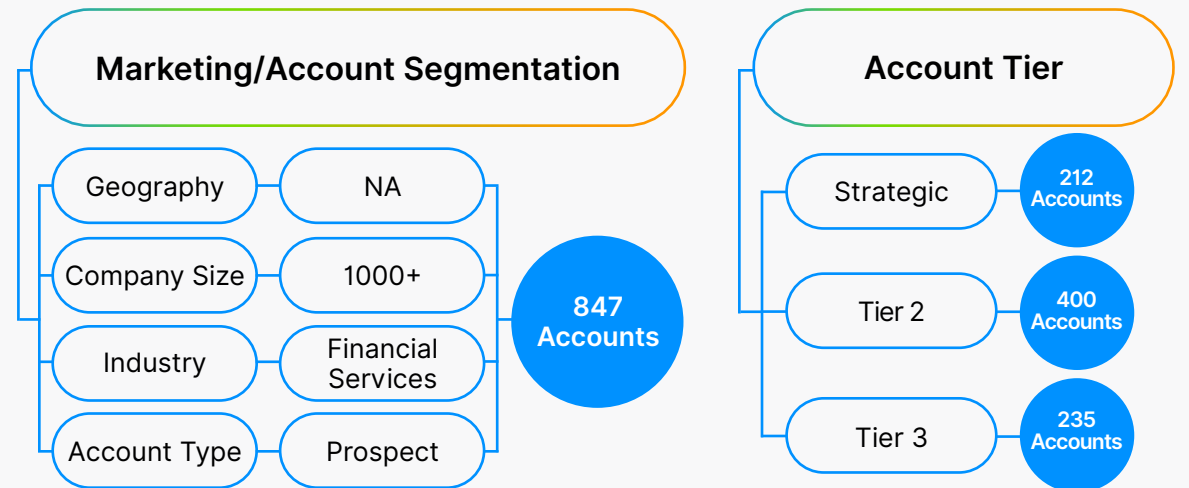
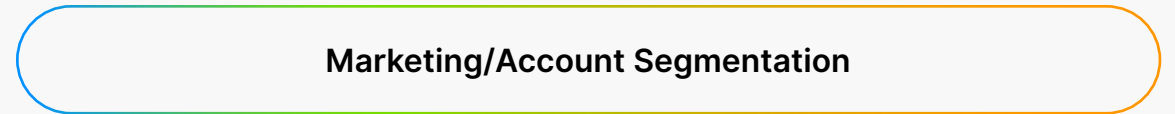
Enable revenue marketing teams to organize and view account data to segment accounts using account criteria for target account list (TAL) generation to support program objectives, strategy, and tactic development.

Account Criteria Filtering Checklist:

- ✓ Perform an analysis of won opportunities representative of your program Work with revenue marketing to identify their analysis needs for account segmentation and create relevant dashboards and reports.
- ✓ Determine the criteria revenue marketing needs to support their segmentation strategy and develop filtering processes and views.
- ✓ Enable multi-step segmentation and filtering.

Acme Co:

The revenue marketing team uses a variety of account criteria to identify target accounts for specific programs. Acme Co. has determined that 847 accounts meet their program objective's target criteria. From there, they applied account tier filtering to determine the program's mix of strategic, tier 2, and tier 3 accounts.



Intent-Based Targeting:

Take a Strategic Approach to Third-Party Intent

Applying intent data, specifically intent topic clusters, to a target account list helps revenue marketing teams increase the performance of their programs by using more personalized messaging and relevant content.

Data Process Objective:

Make intent data visible and easily actionable for revenue marketing teams to use for the personalization of marketing content and messaging.

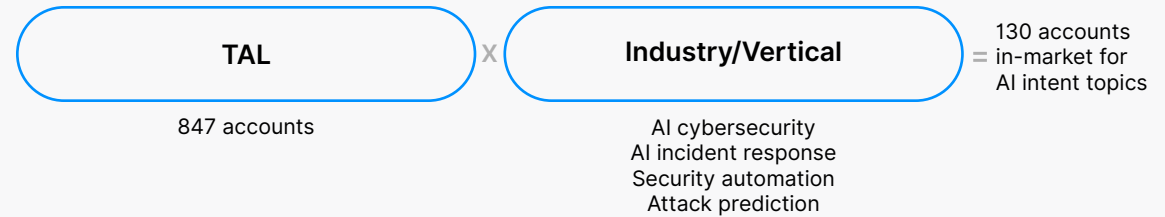
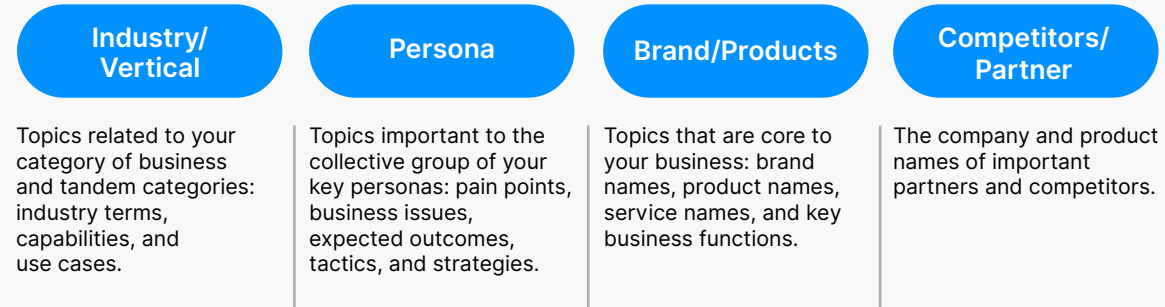
Account In-Market Intent Topic Cluster Filtering Checklist:

- ✓ Work with internal stakeholders to identify the correct set of intent topics for each cluster, and common use cases for revenue marketing and sales.
- ✓ Make intent data findings visible to critical users in marketing and sales.
- ✓ Consider the implication of the number and type of intent signals in determining whether a buying group is ready for sales engagement.

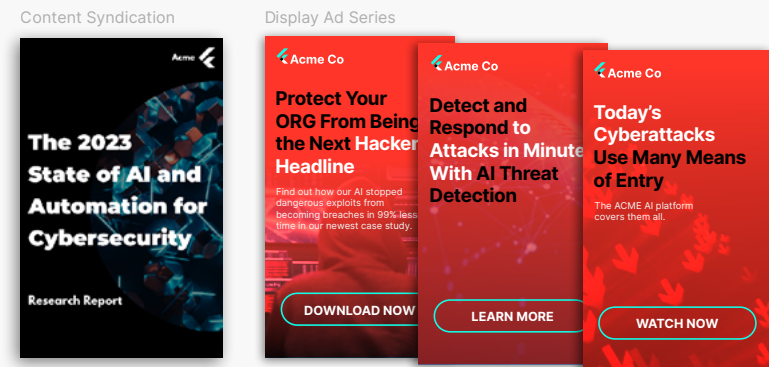
Acme Co:

Acme Co. has determined that 130 accounts are in-market for artificial intelligence (AI) for security applications. Those accounts will be enrolled in a cross-channel buyer's journey covering AI threat detection. The remaining 717 accounts will be enrolled in a cross-channel buyer's journey about data security.

Intent Topic Clusters



AI Integrated Media Program



Program Execution:

Enable Rapid and Efficient Program Execution

A key responsibility of marketing operations is to set revenue marketing up for successful program execution. By creating structured paths for data transfer, tracking, and enrollment, marketing operations ensures that cross-channel ABM programs align with always-on marketing and nurture streams to drive pipeline and revenue.

Data Process Objective:

Enable the effective execution of program tactics by connecting third- and first-party channels to ensure precise targeting, activation, governance, and measurement.

Program Execution Checklist:

- ✓ Connect: Support TAL creation for cross-channel targeting and journey orchestration.
- ✓ Govern: Ensure 100% lead data is marketable, compliant, validated, standardized, and complete with governance, upload, and enrichment processes and tools.
- ✓ Measure: Ensure all touchpoints are trackable and send points into the marketing-qualified buying group scoring mode.

Acme Co:

Acme Co.'s marketing team is creating a cross-channel journey for target accounts that are in-market for AI-related intent terms. They prioritize strategic accounts for activation on additional channels (over their tier 2 accounts), and the buyer journey programs are aligned with their always-on program and sales plays.



Buyer Group Identification:

Identify and Tag Buying Groups

Today's buyers make purchase decisions in groups. Enabling revenue marketing to identify and tag the presence of buying groups will help you transition to focusing on acquiring and engaging buying groups instead of individual leads, increasing your effectiveness and efficiency.

Data Process Objective:

Create a model that uses a set of demographic and behavioral criteria to determine when a buying group is emerging within target account opportunities.

Buyer Group Identification Checklist:

- ✓ Define the set of criteria you will use to identify the presence of a buying group in your systems, considering factors such as the number of engaged contacts from an account, job function, seniority, and the implications of time-bound elements on identification.
- ✓ Program and architect a function within systems to communicate the status of a buying group at a target account, including emergence, completion, and engagement level.
- ✓ Develop a reporting dashboard and measurement structure to provide revenue marketing teams with a view of accounts and buying groups to inform buying group-acquisition strategies.

Acme Co:

Acme Co.'s buyer group identification model has different rule sets for lead criteria based on account tier. They use a buying group status field inside their marketing automation platform (MAP) and CRM which is marked incomplete when a buying group has not been identified and acquired when a buying group is present. The diagram shows a part of their rule set and an example "acquired" status buying group from a strategic account.



Buyer Group Identification Model

Account Tier	Minimum Lead	Job Functions	Job Level
Strategic Account	10 Leads	IT and Security	20% Dir+ 50% Manager+
Tier 2 Account	15 Leads	IT and Security	30% Dir+ 60% Manager+
Tier 3 Account	15 Leads	IT Only	80% Manager+

Buying Group Status = Acquired

Director Networks	Information Systems Security Manager	Security Director	Sr Dir IT Ops	Security Analyst
Information Systems Security Manager	VP Security	Sr Mgr Data Ops	Security Analyst	IT Manager

Buyer Group Scoring:

Identify Qualified Buying Groups (QBGs)

This model uses a combination of account and individual contact scoring to calculate the engagement level of identified buying groups. It prioritizes qualified buying groups (QBGs) for sales follow-up.

Data Process Objective:

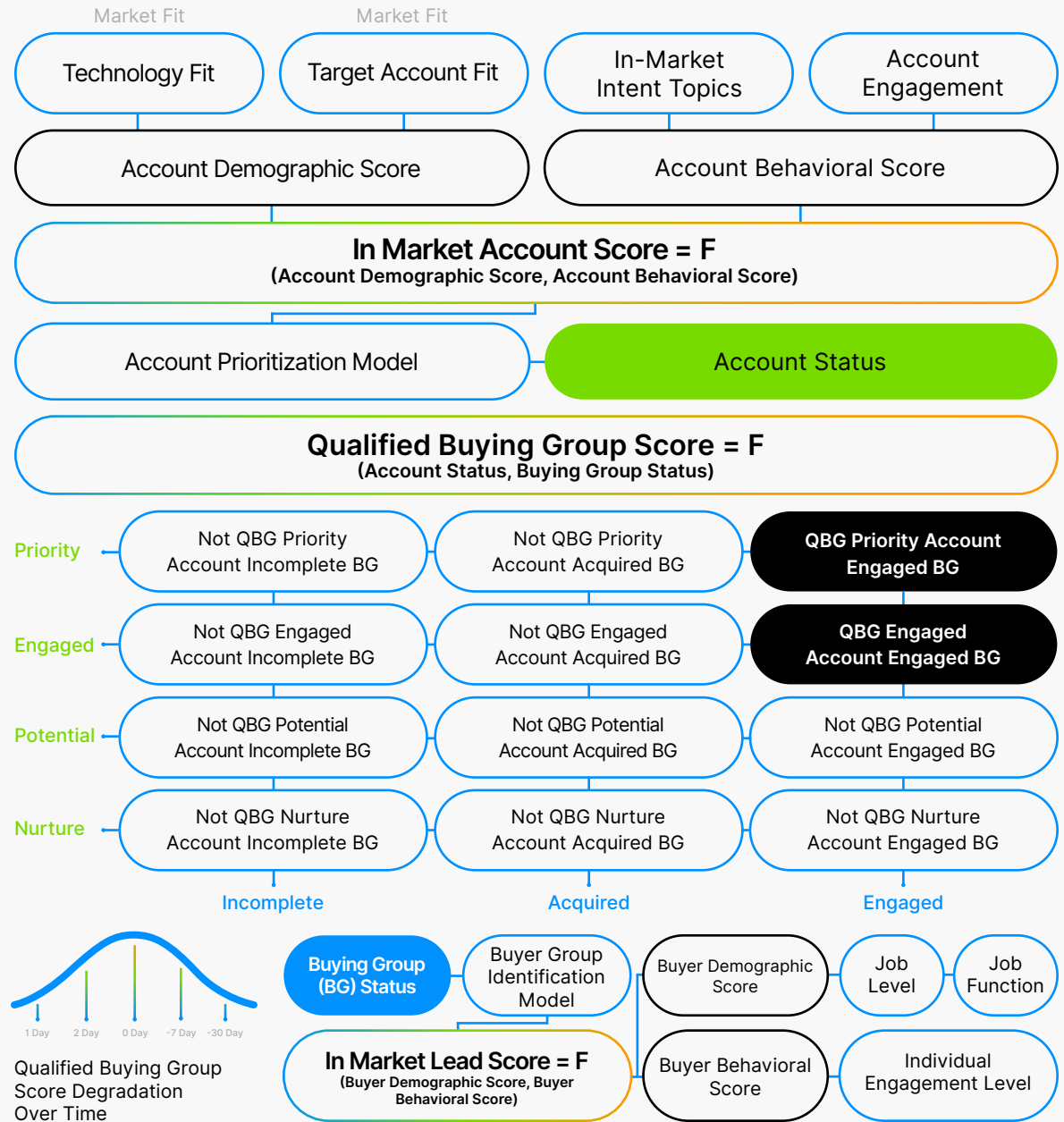
Develop a matrixed scoring model using demographic and behavioral data about accounts and individual contacts to determine the engagement level of identified and acquired buying groups. Apply a scoring degradation model to lower all scores over time.

Scoring Checklist:

- ✓ Use points-based scoring to calculate in-market account score = F(Account Demographic Score, Account Behavioral Score) and translate scores into one of four account statuses: nurture, potential, engaged, or priority.
- ✓ Use points-based scoring to calculate in-market individual contact score = F(Lead Demographic Score, Lead Behavioral Score). Determine buying group status by utilizing your buying group identification model. Sum the scores of individual contacts within identified buying groups and mark groups "engaged" if they meet scoring requirements.
- ✓ Use an algorithmic model to prioritize qualified buying groups = F(Account Status, Buying Group Status)

Acme Co:

Acme Co's QBG model prioritizes engaged status buying groups from engaged and priority status accounts for sales follow-up.



Buyer Group Prioritization:

Develop Defined and Scalable Processes with Sales

Utilizing a qualified buyer group model, marketing operations can create a service-level agreement (SLA) that directs marketing and sales actions in response to buying group status and other criteria to build a predictable pipeline.

Data Process Objective:

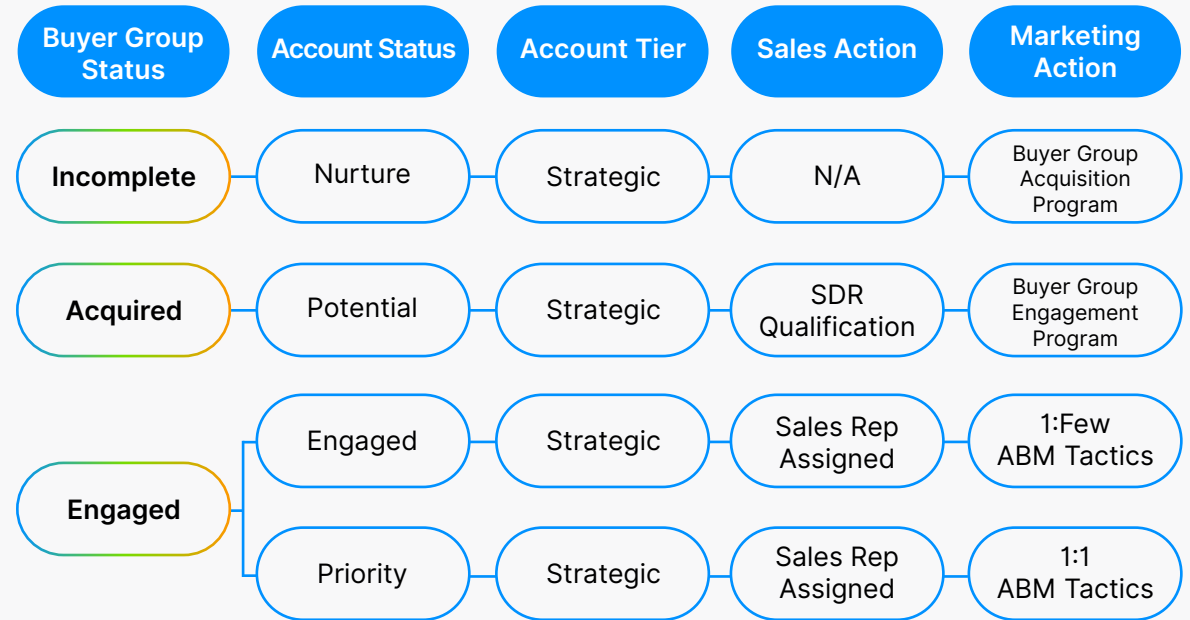
Create a comprehensive set of rules to ensure intelligent buyer-group acquisition, engagement, and prioritization, timely follow-up, and marketing and sales support for strategic opportunities.

Scoring Checklist:

- ✓ Define the rule set for routing opportunities from qualified buying groups to sales reps and tele-qualification teams (SDRs/BDRs) considering criteria such as account, company size, industry, and others.
- ✓ Define instances where an exemption to a buyer group identification is appropriate for a lead to route directly to sales even without an engaged or active buying group—for example, a request from an existing customer account.
- ✓ Create service level agreements covering prescribed actions for marketing and sales to take in response to criteria such as buyer group status, account tier, and specific buyer behavior actions.

Acme Co:

Acme Co. prioritizes qualified buying groups using their buying group status field. One of the ways they route opportunities from QBGs is based on account tiers, which include criteria such as company size, industry, geography, and others. They enroll strategic accounts in tactics based on their journey stage that can support opportunity acceleration, buying group acquisition, and engagement.





Drive Revenue Marketing with the Demand Acceleration Platform

The Integrate Demand Acceleration Platform (DAP) is a B2B revenue marketing platform that enables teams to execute cross-channel revenue marketing efforts and build meaningful experiences for buyers. DAP provides a holistic view of prospects, buying groups, and customers and their engagement with your marketing campaigns. Leverage the power of a platform that drives the governance, integration, targeting, activation, and measurement capabilities you need to efficiently deliver touchpoints in a cross-channel environment to buying groups at the accounts that are active and in-market.

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