

ACCOUNT-BASED MARKETING

Are your contact records ABM ready?

Oceanos

Within Account-Based Marketing (ABM) you're tasked with orchestrating multi-step "plays" that span channels. As a result, you need to identify the right contacts and ensure their accuracy across channels – email, phone and postal. In addition, to effectively support these plays, you need attributes such as direct dials, social handles, and location. The traditional contact record simply doesn't measure up to the demands of ABM. As a company that constantly seeks to re-invent,

we're the first to establish an "ABM Usability Score" for contact data. This score builds upon our Data Quality Score (DQS) to rank contacts based on accuracy and completeness. Contacts with a high score are deemed better suited for ABM. With your contacts scored, you can establish benchmarks and chart your overall ABM Usability Score. And with better contact data, you'll have the confidence to run ABM plays that increase engagement and accelerate returns.



THE ABM-READY DIFFERENCE

	Traditional Contact Record	ABM Contact Record
Phone:	companyPhone	contactPhone, contactDirectDialConfidence, contactMobilePhone, contactMobilePhoneType
		<ul style="list-style-type: none">Contact records with direct dials are 375% more efficient than those without (source: DiscoverOrg)Mobile phones provide additional channel for calling or texting
Postal:	address1, address2, city, state, postalCode, country,	location, locationState, locationCountry, locationTimeZone
		<ul style="list-style-type: none">Direct mail is optimized when the postal address aligns to the person's site location.

The data points in green will increase the ABM Usability Score

If the postal address aligns to the contacts's site location it will increase the ABM score

