

How to increase the flow of qualified marketing leads with Account-Based Marketing

ABM is a strategic approach to B2B marketing that focuses on account awareness; personalizing communications for individual prospects or customer accounts.



"A successful ABM campaign will be identifying where there has been success, and applying these learnings to inform conversations, personalizations, and channels for campaigns moving forward." - **Karen Carter, Cvent**

87% of account-based marketers say that ABM initiatives outperform other marketing investments.

The benefits:

Ideal for B2B environment



Clear ROI

Identify and connect with accounts that want your product or service



60% of companies that use **ABM** saw a revenue increase of at least 10% within 12 months, while 1 in 5 companies experienced a revenue increase of 30% or more.

Data drives ABM

"The more you can understand about your existing customers and potential prospects, the better you can serve them"

- *Martin Boyle, Marketing Director at Web Insights*



Improving the flow of qualified marketing leads with Web Insights

- Gather insights on website visitors
- Access real-time data on active ABM campaigns
- Digitize and shorten sales pipeline
- See what products or services existing customers are interested in
- Demonstrate ROI

Web Insights helps to uncover new business and nurtures existing relationships; preventing any loss of business ensuring your enterprise's ABM strategy is successful.

Close more business than ever before, and drive business success with Web Insights. Real-time engagement; real-time success

[Book a demonstration](#)