



Tools used for mining of data for ABM



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Terminus

TERMINUS RISES AS AN ALL-INCLUSIVE ABM SOLUTION WITH FEATURES OF PREDICTIVE ANALYTICS AND INTENT DATA. IT PREPARES MARKETERS ON HOW THEY CAN SCREEN AND CATEGORIZE PROSPECTING HIGH VALUE ACCOUNTS, STRATEGIZE AND MARKET TO THESE ACCOUNTS IN A MANNER THAT WILL MAXIMIZE A SPECIFIC RETURN ON INVESTMENT

Engagio

ENGAGIO IS AN APPLICATION THAT IS TAILORED FOR ABM; IT INTEGRATES DATA IN A VERY DELIBERATE MANNER. THE ABOVE INTEGRATED VIEW PROVIDES VERY RICH INFORMATION ABOUT CUSTOMER ACCOUNTS AND ARMS THE MARKETING PEOPLE WITH NECESSARY TOOLS TO PUT TOGETHER HIGHLY TARGETED CAMPAIGNS IN REAL-TIME

Demandbase

ACCOUNT-BASED MARKETING PLATFORM ALSO KNOWN AS DEMANDBASE IS EFFECTIVELY AN INTELLIGENT TOOL THAT ZEROES IN ON THE ACCOUNTS THAT ARE MOST LIKELY USERS OF THE SERVICE. THIS PLATFORM GIVES USEFUL INFORMATION ON HOW SUCH ACCOUNTS PERFORM, THUS ARMING THE MARKETERS WITH THE RIGHT METHOD OF MANIPULATING THE HANDLES FOR ENHANCED EFFECTIVENESS.

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When it comes to the tools in the frame of [Account-Based Marketing](#) (ABM) the selection of the tools has a great importance especially because data mining carries great importance here. Here is a list of three worthy data mining tools with a focus on the features and in real time usage.

Read the complete article- <https://salesmarkglobal.com/data-mining/>