



Top 3 ABM Marketing Tools for 2024- Who's it helpful for

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WHO'S IT HELPFUL FOR?

Terminus
Terminus is most appropriate for industries that fall in the mid-market to the enterprise section, particularly b2b industries that already have marketing departments in place. Terminus will prove beneficial to companies in need of a marketing automation platform to combine their marketing campaigns and get comprehensive analytics of the accounts' activity.

Demandbase
The solutions offered by Demandbase would be best suited for big organizations that have intricate and specialized marketing requirements to address as well as the financial capital to support their marketing efforts. Leveraging AI for accurate targeting and, in particular, personalization that one can achieve with the help of this tool will be valuable for companies.

RollWorks
RollWorks is best suited for **B2B organizations** that are considering ABM implementation or expanding it to mid-scale with limited financial means. Due to the intuitive and clear structure of the platform, a footnote is appropriate for teams that do not have advanced knowledge of ABM.

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For 2024, RollWorks stands out as a top ABM tool for mid-scale B2B organizations, offering affordability and an intuitive interface for those new to ABM. Demandbase excels for large enterprises with complex marketing needs, leveraging AI for precise targeting and personalization. Terminus caters to mid to enterprise-level B2B industries, providing a robust automation platform for integrated campaigns and detailed analytics. Each tool addresses

specific organizational sizes and requirements, offering tailored solutions to enhance account-based marketing strategies and drive business growth in the competitive B2B landscape of 2024.

Read the complete article- [The Top 3 ABM Marketing Tools for 2024](#)