



Beyond Demographics: Personalization with Precise Data



SalesMark Global

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LEVERAGING CUSTOMER INSIGHTS FOR DEEPER CONNECTIONS



Using more detailed information than simply demographics, companies can better appeal to customers and create personalized marketing appeals that are more likely to have an emotional impact.

DATA: THE SECRET WEAPON OF ACCOUNT-BASED MARKETING



ABM involves the precise identification of high-value targets, it enables organizations to design successful campaigns that are relevant to key decision-makers' pain points.

CASE STUDY: UNLOCKING MARKET DEMAND WITH PRECISE DATA



An example of an effective use of data in ABM is Terminus, a B2B marketing automation platform. Through the account-level information of target companies, Terminus was able to capture the technological and website activity information of such companies.

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Forget [generic B2B marketing](#)! Learn to leverage precise data for personalization that resonates with your ideal customer profile (ICP) to drive business growth

How about sending very specific messages addressing the problems and issues that the decision-makers in your targeted accounts are experiencing? It reduces distraction and

increases relevance, making your company the go-to resource, hence B2B business development.