



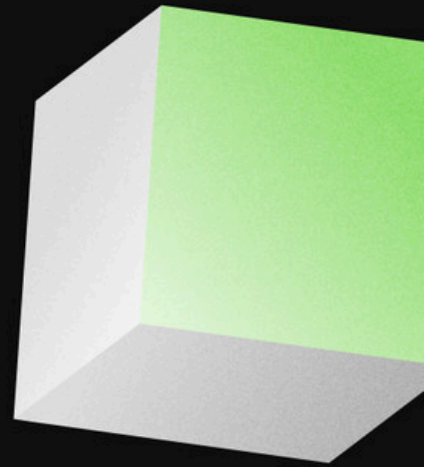
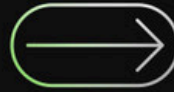
The Future of ABM for SaaS Trends to Watch in 2024 and Beyond



SalesMark Global

THE FUTURE OF ABM FOR SAAS

Trends to Watch in 2024
and Beyond



1

AI-Driven Personalization at Scale

The future will be one in which the widespread adoption of AI permits delivery of hyper-personalized content across large accounts. As AI continues to improve, a 6sense and similar platforms will hone predictive algorithms to predict which accounts are worthy of pursuit.

2

Privacy-First Marketing

With further evolving regulations on data privacy, such as GDPR and CCPA, SaaS firms must ensure their ABM platforms align with stringent data protection standards. Further, solutions like Demandbase have features for privacy compliance built into the product. Organizations can manage consent by providing such experiences.

3

Revenue Operations (RevOps) Alignment

The alignment of sales, marketing, and customer success will continue to grow, with ABM platforms providing the infrastructure to work around that. With Engagio, integration into RevOps will ensure a full view of the customer journey—from prospecting right after the sale to post-sale engagement.

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As we approach the end of 2024, the SaaS companies eye a fast-changing landscape in which the buyer journey is seen as more sophisticated, the number of decision-makers increased, and real-time personalization's demand is on the rise. In an environment like this, one of the most impactful strategies that drive growth is [Account-Based Marketing](#). The sophistication of ABM tools is scaled up by AI, ML, and advanced intent data focusing on high-value accounts. This guide will provide an in-depth view of the [best ABM tools and technologies for SaaS](#) companies, targeting experts who look to elevate the strategy beyond basic tactics.