



How AI Enriches an ABM Campaign's Effectiveness

People are swimming in data nowadays, and it's easy to track every person's details, from their industry to contact preferences. And every bit of the information is precious. But, the humongous amount of it is a disaster to handle manually. That's where Artificial Intelligence comes in. AI's ability to automate and recognize patterns can enable more effective [account based marketing](#) campaigns that persuade and help B2B buyers throughout the sales process.

Here are three ways AI enhances an ABM campaign's efficacy:

- **Optimizing Data Quality with Automation**

[B2B companies](#) wish to understand their customers beyond their basic contact information to cater to them better. Entering these details manually for hundreds of thousands of people is highly frustrating. But, AI-enabled systems automatically extract all the necessary information. Automating data extraction can increase the number of leads captured, and the data will help derive actionable insights.

- **Analyzing Past Details**

Knowing the history of customers is extremely important for businesses as it makes advertising easy. But, if the data is not accurate or incomplete, it cannot provide correct insights. Even if it is correct and complete, manually sifting through the piles of information is impossible. AI technology helps to analyze data speedily and precisely. It helps by identifying patterns in customer behavior and presenting them in easy to understand dashboards.

- **Identifying Core Buyer Personas**

AI can help [B2B marketers](#) track core buyer personas and get an exact idea of the decision-makers/deal-breakers and how to engage them. Understanding what different levels of buyers

care about, their pain points and their priorities help build content relevant to them and cater to their needs.

If you're looking for global-level [B2B marketing](#), [lead generation](#), and account-based marketing services, then OnDot Media is here to help.

Also read:

- [How Futuristic AI is Reshaping B2B Industry](#)
- [How Account Based Marketing Changed the World of Marketing Strategies](#)
- [Is AI Close to Taking Over Enterprise? – AI Trends to be Aware of in 2023](#)