



# THE FUTURE OF B2B ABM

## THE RISE OF ACCOUNT- BASED EXPERIENCE (ABX)





# FROM ACQUISITION TO ADVOCACY: BUILDING A CUSTOMER JOURNEY, NOT JUST A FUNNEL

ABM often focuses on the initial stages of the buyer's journey, aiming to convert leads into customers. ABX takes a broader view, encompassing the entire customer lifecycle. Imagine creating a seamless experience for your target accounts, from initial awareness to post-purchase interactions. This includes providing valuable content throughout the journey, addressing customer pain points, and fostering ongoing engagement.



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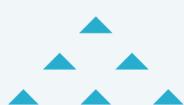




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## THE POWER OF EMPATHY: UNDERSTANDING NEEDS & EMOTIONS, NOT JUST DEMOGRAPHICS

ABM traditionally relies on data to identify target accounts. ABX goes a step further by incorporating emotional intelligence. Imagine understanding the specific needs, challenges, and motivations of key decision-makers within your target accounts. This deeper understanding allows for crafting more relevant messaging and building genuine connections.





# DATA + CREATIVITY: LEVERAGING TECHNOLOGY FOR PERSONALIZED CONTENT & INTERACTIONS

ABM utilizes data to personalize marketing messages. ABX takes this a step further by utilizing technology to personalize the entire customer experience. Imagine using AI-powered content creation tools to generate personalized blog posts, white papers, or even videos directly addressing the specific needs of your target accounts.



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## BREAKING SILOS: COLLABORATION BETWEEN MARKETING, SALES, & CUSTOMER SUCCESS

ABM often involves close collaboration between marketing and sales teams. ABX expands this collaboration to include customer success teams as well. Imagine all departments working together to create a unified customer journey for your target accounts. This fosters consistency, ensures a seamless handoff between teams, and ultimately leads to higher customer satisfaction and retention.





# METRICS BEYOND THE PIPELINE: MEASURING THE TRUE IMPACT OF ABX

ABM often focuses on metrics like pipeline growth and conversion rates. ABX goes a step further by measuring the overall impact on customer relationships. Imagine tracking metrics like customer lifetime value, net promoter score (NPS), and customer satisfaction to gauge the effectiveness of your ABX strategy.

## **Shifting the Focus in ABX Measurement:**

- **Customer Advocacy:** Track metrics that showcase customer advocacy, such as brand mentions, social media engagement, and positive customer reviews.
- **Long-Term Retention:** Focus on metrics that measure customer lifetime value and retention rates to demonstrate the long-term benefits of ABX.



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The future of b2b marketing is all about creating exceptional customer experiences. by embracing abx, you can move beyond simple customer acquisition and build lasting, strategic relationships with your most valuable accounts. this holistic approach fosters brand loyalty, drives sustainable growth, and positions your business for success in the ever- evolving b2b landscape.



# THANK YOU

