



ABM Hero

The Home Of Account-Based Marketing

TARGET ACCOUNTS

Tick relevant boxes & add details

Previous Purchasers?

Geography

Firmographics

Technographics

Person Role

Behaviour Data

Target Buyer Avatar

Total Addressable Market (TAM)



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TARGET ACCOUNTS

Example Completion. Pro Tip: align to content and great clients/case studies you already have.

Previous Purchasers?



No, cold outreach for our services, no previous relationship or history.

Geography



Yes, localised campaigns per state could be more personalised.

Firmographics



Yes, must be 50+ seat businesses.
+ we have a sector case study for Engineering.

Technographics



Has production line machinery.

Person Role



Senior (Director+) role in Operations.

Behaviour Data



Person - new to role = more likely intent to make an impact.

Target Buyer Avatar

- 50+ Seat Engineering businesses with production line machinery
- In Texas
- Newly-appointed Operations Directors

Total Addressable Market (TAM)

147