Account-based marketing tools: What you need to know



An account-based marketing (ABM) strategy recognizes that B2B purchase decisions are often made by a group of individuals within the company. ABM tools automate many of the data and workflow processes that enable this approach.

This 60-page guide from MarTech Today brings together everything you need to know about account-based marketing tools and implementing this software into your business. Topics covered include:

- Critical elements for ABM success.
- Who the leading players are in ABM.
- What you should look for in an ABM solution.
- What trends are driving the adoption of ABM software.

Also included in the report are profiles of 22 account-based management vendors, capabilities comparisons and recommended steps for evaluating and purchasing. Visit Digital Marketing

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About The Author



Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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