

EXECUTIVE EBOOK

Account-Based Marketing in the AI Era

Mastering Precision Engagement with Pivotal B2B's DemandGentic

In the AI Era, Account-Based Marketing (ABM) has evolved beyond traditional boundaries, offering unprecedented scalability and precision in targeting. This eBook delves into how Pivotal B2B's DemandGentic platform integrates AI-powered voice calls with email sequences to execute complex, multi-channel ABM campaigns, providing actionable insights for B2B leaders seeking to revolutionize their marketing strategies.

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CHAPTER 1

The AI Revolution in ABM: Understanding the New Landscape

Account-Based Marketing (ABM) has traditionally been a high-touch, resource-intensive approach to B2B marketing. However, the advent of AI has transformed the game. In this chapter, we'll explore the new landscape of ABM in the AI Era and how Pivotal B2B's DemandGentic platform is leading the charge.

Pivotal B2B's approach combines human-led strategic oversight with advanced AI execution, ensuring that each interaction is contextually relevant and accountable. This hybrid system not only enhances the personalization of outreach but also significantly scales the capacity to engage with target accounts.

Let's delve into how AI is redefining ABM, and examine the implications for B2B organizations looking to build a consistent, qualified sales pipeline.

- AI is not just a tool but a catalyst for transforming ABM strategy and execution.
- The hybrid model of human-led strategy and AI execution offers a unique advantage in precision and scalability.

KEY TAKEAWAYS

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CHAPTER 2

Strategizing for Success: Building Your ABM Framework with AI

In this chapter, we'll discuss how to build an ABM framework that leverages AI to its fullest potential. We'll explore the strategic components that go into creating an effective ABM program and how AI can enhance each of these components, from initial target account selection to ongoing engagement and optimization.

Pivotal B2B's DemandGentic platform provides the tools and intelligence needed to build a robust ABM framework. By integrating AI into your ABM strategy, you can achieve a level of personalization and efficiency that was previously unattainable.

- A well-structured ABM framework is crucial for success in the AI Era.
- AI can be leveraged at every stage of the ABM process, from identification to engagement and optimization.

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CHAPTER 3

Executing Multi-Channel ABM: The Power of Intelligent Agents

Executing a multi-channel ABM campaign requires coordination and precision. This chapter will highlight how Pivotal B2B's DemandGentic platform uses intelligent AI agents to orchestrate personalized touchpoints across voice and email, penetrating target accounts effectively.

By examining real-world scenarios and case studies, we'll demonstrate how the integration of AI-powered voice calls with email sequences can lead to higher engagement rates and better pipeline quality.

- Multi-channel execution is essential for comprehensive ABM campaigns.
- Intelligent AI agents can automate personalization at scale, ensuring consistency and relevance in every interaction.

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CHAPTER 4

Measuring Impact: Analytics and Optimization in ABM

In ABM, measuring the impact of your campaigns is crucial. This chapter will explore how Pivotal B2B's DemandGentic platform provides deep analytics and insights, allowing you to optimize your ABM strategy and execution in real-time.

We'll discuss the importance of tracking the right metrics and how AI can help in analyzing data to drive better decision-making. By understanding the performance of your ABM campaigns, you can continuously refine your approach and achieve greater success.

- Analytics are vital for understanding the effectiveness of your ABM campaigns.
- AI-driven insights enable real-time optimization, leading to improved results and more efficient resource allocation.

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CHAPTER 5

The Future of ABM: Embracing AI for Scalable Growth

As we look to the future, AI will continue to play a pivotal role in ABM. This chapter will discuss the emerging trends and technologies that are shaping the future of ABM and how B2B organizations can stay ahead of the curve.

We'll explore how Pivotal B2B's DemandGentic platform is not just keeping pace with these changes but leading them, ensuring that our clients are always at the forefront of ABM innovation. By embracing AI, organizations can achieve scalable growth and maintain a competitive edge.

- The future of ABM is closely tied to the advancements in AI and machine learning.
- Embracing AI now can provide a significant advantage in terms of scalability and market responsiveness.

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Conclusion

As we conclude our exploration of Account-Based Marketing in the AI Era, it's clear that the integration of AI into ABM strategies is not just a trend, but a transformative shift that offers significant advantages for B2B organizations. By leveraging Pivotal B2B's DemandGentic platform, you can achieve a level of precision and scalability in your ABM campaigns that was previously

unimaginable. The future is bright for those who embrace AI, and the time to act is now.

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