

# Account Engagement Journey: Overview

## TARGET

Fastest way to launch ABM campaigns

LAUNCH CAMPAIGN



## ENGAGE

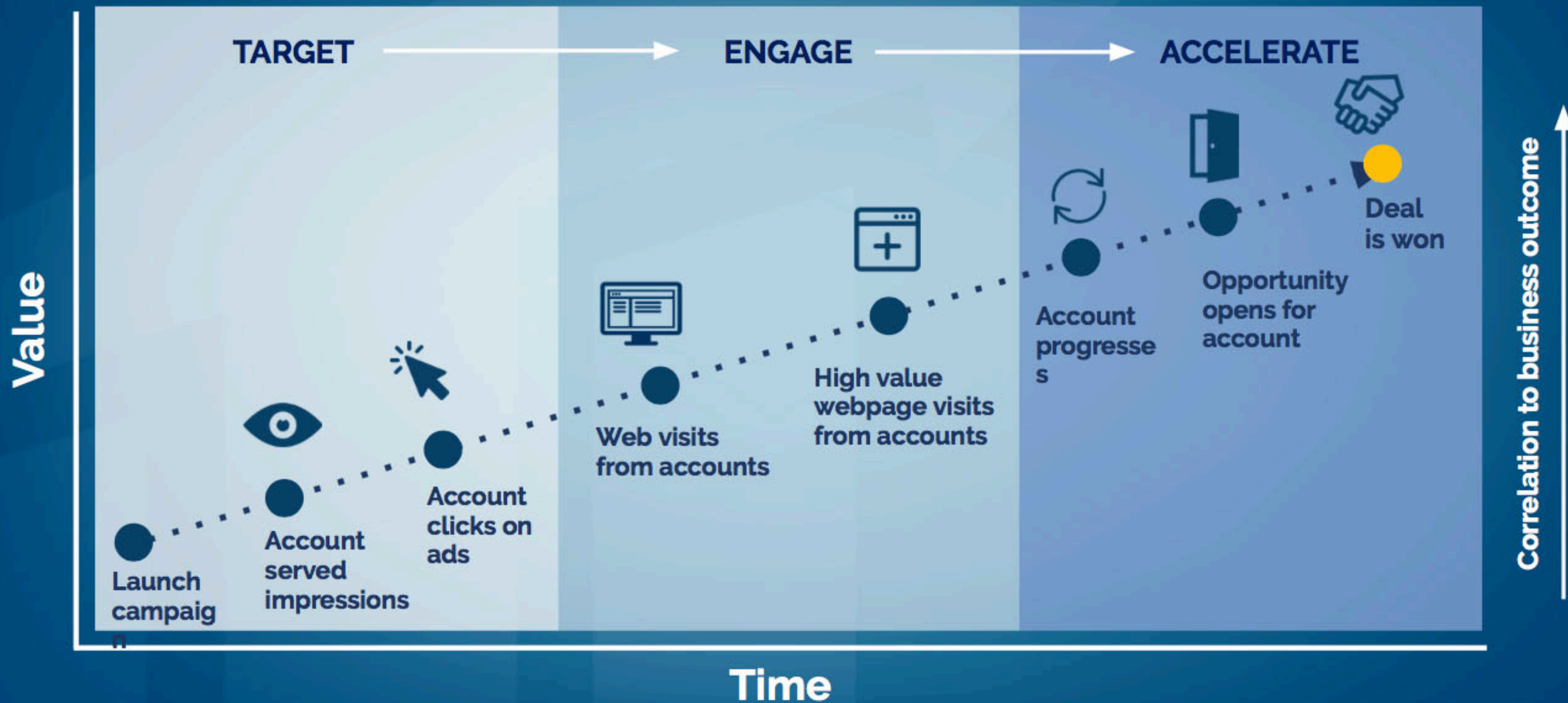
Focus on engaging best-fit accounts



## ACCELERATE

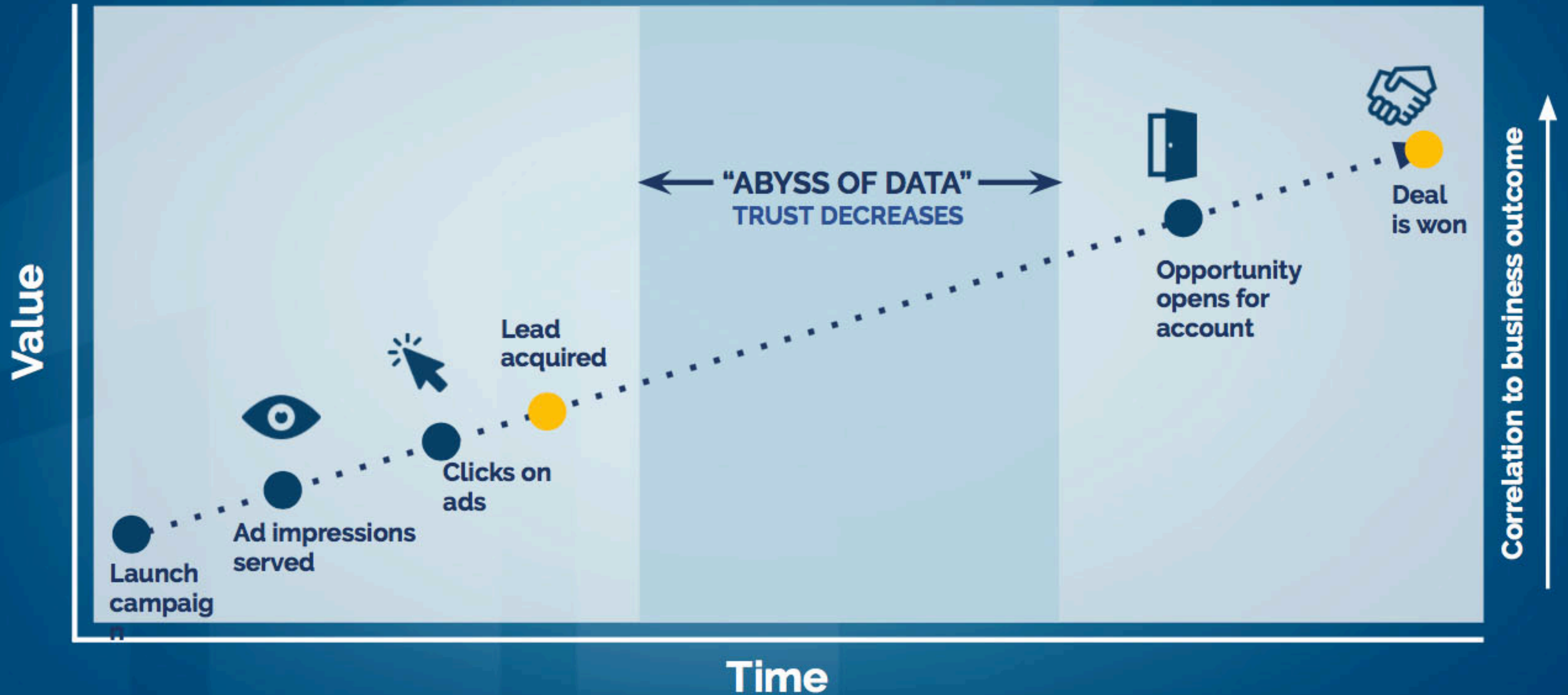
Increases engagement from target accounts

# Account Engagement Journey





# Lead-Based Marketing Journey: The Challenge



# Account Engagement Journey: Metrics

<p><b>Value</b></p>	<p>Launch campaign</p> <p>Account served impressions</p> <p>Account clicks on ads</p>	<p>Web visits from accounts</p> <p>Account visits webpages indicative of intent</p>	<p>Account progresses</p> <p>Opportunity opens for account</p> <p>Deal is won</p>	<p><b>Correlation to business outcome</b></p>
	<p><b>Time</b></p>			
<p><b>Stage</b></p>	<p><b>TARGET</b></p>	<p><b>ENAGAGE</b></p>	<p><b>ACCELERATE</b></p>	<p><b>Post-Campaign Indicators</b></p>
<p><b>Key question</b></p>	<p>Is the campaign engaging target accounts?</p>	<p>Is account engagement increasing?</p>	<p>Is engagement leading to account progression and C/W?</p>	<p>Is marketing driving business outcomes?</p>
<p><b>Terminus metrics</b></p>	<ul style="list-style-type: none"> <li>• Impressions</li> <li>• Clicks</li> <li>• CTRs</li> </ul>	<ul style="list-style-type: none"> <li>• Account web visitors</li> <li>• Account <u>page views</u></li> <li>• Account last visit date</li> </ul>	<ul style="list-style-type: none"> <li>• Account progression</li> <li>• Time to progress</li> <li>• Progression rates</li> </ul>	<p>Opportunities created</p> <p>Closed / won accounts</p> <p>Win rates</p>
<p><b>Other ABM Metrics</b></p>	<ul style="list-style-type: none"> <li>• Email open rates</li> <li>• Direct mail delivery</li> <li>• Contact Coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Webinar attendance</li> <li>• Event attendance</li> <li>• Meetings</li> </ul>		



# Account Engagement Journey: Terminus Data

Value



Correlation to business outcome ↑

Time

Terminus can provide data for each Stage of the account engagement journey

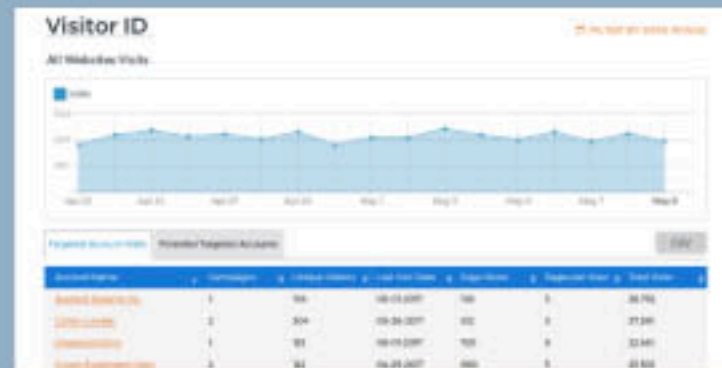
## Campaign Engagement

**BMC Software**  
Interest 🔴

Live for 13 days

<b>Reach</b>	<b>Impressions</b>	<b>Clicks</b>	<b>Spend:</b>
503	2,264	4	\$25.25

## Account Engagement



## Funnel Progression



## Post-Campaign Indicators

**OPENED OPPORTUNITIES**

**1,414**

\$27,358,980 value

**WON DEALS**

**333**

\$5,509,548 value