

● REVENUE GROWTH & PERFORMANCE

Account Based *Marketing.*

Operationalize ABM and accelerate enterprise revenue, with an AI-driven program built in six weeks.



INSIDE THIS BRIEF

The problem on your desk • *Our thesis* • *How we work* • *What's included* •
What you walk away with

Account Based *Marketing*.

Operationalize ABM and accelerate enterprise revenue. For B2B marketing leaders done with scattered campaigns and isolated tactics.

THE PROBLEM ON YOUR DESK

Modern marketing leaders are under pressure to justify every dollar. But without deep orchestration between sales, marketing, and RevOps, high-value accounts slip through the cracks. Stagnant pipeline is not a lack of effort. It is a lack of targeted alignment.

OUR THESIS

Alignment is not a buzzword. *It is a revenue mandate.*

How it works

01 · A SIX-WEEK METHODOLOGY

01

Intelligence & targeting

We anchor your ICP in hard data, build a precise target account list, and mine your database for coverage gaps and engagement triggers.

02

Alignment & orchestration

We map every ABM initiative to revenue goals, then calibrate the model, 1:1, 1:Few, or 1:Many, to your market and your team's bandwidth.

03

Multi-threaded activation

We deploy personalized, multi-channel plays for enterprise buying committees, with AI workflows that hand Sales real account insight.

What's *included*

02 · WHAT THE ENGAGEMENT DELIVERS

- ✓ A validated Ideal Customer Profile, anchored in data
- ✓ A precise, prioritized target account list
- ✓ A calibrated ABM model: 1:1, 1:Few, or 1:Many
- ✓ Multi-threaded, multi-channel account plays
- ✓ AI-automated workflows built inside your existing stack
- ✓ A clean Sales hand-off with real account insight

What you *walk away with*

03 · THE OUTCOMES THAT MATTER

01

Deal velocity, *measurably accelerated.*

02

Decision-makers *reached, not missed.*

03

An ROI framework *that scales with you.*

04

Sales and marketing *in complete unison.*

“

For the first time, marketing and sales were chasing the same accounts on the same timeline.

B2B ENTERPRISE · ACCOUNT-BASED PROGRAM

Operationalize *your ABM.*

Book an ABM strategy session to map the six-week build for your target accounts.

[Book a session →](#)

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