



ACCOUNT BASED MARKETING CHANGED B2B MARKETING.

NOW IT'S AVAILABLE TO EVERYONE.

Traditional marketing focuses on "audiences". If you're selling shoes to 18-25 year olds, this works great. But this doesn't work in B2B marketing. You'll waste most of your marketing dollars on people who will never buy.

With Account Based Marketing (ABM), we reach **only** the people who are qualified to buy. We don't bother with "audiences", but instead focus on specific accounts and individuals.

Analytix's ABM program is called XABM.

XABM is a way to get your ads in front of KEY DECISION MAKERS within prospective companies.

Rather than waiting on them to find you, we work to get in front of them consistently. This builds the brand and makes selling easier.

DEEP TARGETING = REDUCED WASTE

We can put our ads in front of people at specific companies - even down to an individual at that company. Your competitors are using this type of targeting already, so why continue to waste money putting ads in front of people who will never buy?

WHAT DO YOU GET WITH XABM?

- Your brand in front of key decision makers
- Reduced waste in ad spend
- Sales and marketing alignment
- Funnels optimized for your key prospects
- Shorter sales cycles
- A clear path to ROI

SALES + MARKETING

By deciding who you want to reach before you ever create a campaign, we are better able to create, optimize, and measure the success of our campaigns.

We create downloads, pages, ads, and videos that address specific needs within specific industries. By the time sales start engaging with the prospect, they are already familiar with your brand.

WHAT DO PEOPLE SAY ABOUT ABM?

"87% of B2B marketers have agreed ABM delivers a higher ROI than other marketing activities." - ITSMA¹

"Companies using ABM generate 200% more revenue for their marketing efforts compared to those that don't." - FlipMyFunnel²

"91% of marketers that use ABM have indicated a larger deal size, with 25% stating their deal size being over 50% larger" - SiriusDecisions³

1. <https://www.itsma.com/abm-beyond-revenue-two-rs/>
 2. <https://flipmyfunnel.com/flipping-funnels-weekly-account-based-marketing-isnt-the-death-of-anything/>
 3. <https://intelligentgrowth.siriusdecisions.com/studies/2017-state-of-abm-study-findings>

WANT TO LEARN MORE?

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HOW IS THIS EVEN POSSIBLE?

Today's advertising tools allow us to reach almost anyone with the right message. We use the data collected by the advertising platforms, then match that data to individual users.

We can also target by position and company to ensure we're reaching the key influencers within any given business.

