



THE NEW RULES OF ACCOUNT-BASED MARKETING

1

From Target Lists to Buying Committees

- ABM isn't about finding a company name - it's about identifying who matters inside it.
- Modern ABM maps influencers, champions, and budget holders across every decision tier.

2

From Personalization to Relevance

- First names don't convert - insights do.
- The best ABM content speaks to pain points, not job titles.
- At PMG B2B, we tailor messaging around real buying motivations, not marketing assumptions.

3

From Outreach to Orchestration

- Timing beats frequency.
- When engagement syncs with intent signals, every touchpoint feels timely, not intrusive.
- That's where Proffer.ai adds intelligence - identifying when accounts are ready to respond.

4

From Reporting to Revenue

- Forget vanity metrics.
- True ABM success is measured in pipeline contribution, not impressions.
- Lead acceptance, conversion velocity, and deal value are the new scorecard.

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