

BLAM!

Explode your revenue with Buyer-Led ABM!

Find the businesses who are ready to buy, before your competitors do.

Traditional ABM methods help narrow your scope by focusing on customers who look like they'll buy from you. With Buyer-led ABM you'll know the ones who actually will.

	ABM	BLAM!
Save time and money by ruling out customers who aren't a good fit.	✓	✓
Integrate into all of the major marketing/sales platforms.	✓	✓
Know what specific topics your buyers are interested in.		✓
Detect which customers are eyeing your competition.		✓
See which prospects are hungry for your solution and ready to buy!		✓

The 5 fastest ways to level up your revenue with BLAM!



Demand Identification

Focus on the customers who are actively looking for you by reading their intent signals.



Sales Enablement

Shorten your sales cycle by prioritizing your target account list by their level of interest.



Demand Gen

Boost digital engagement by only serving ads, emails and assets to interested prospects.



Marketing Automation

Nail your outreach by segmenting target customers according to their specific topical interests.



Marketing Analytics

Know if your efforts are making an impact by trending your customers' interest in your brand over time.

Ready to see which businesses are looking for you right now?



"Buyer-led ABM makes so much sense. Your marketing dollars are better spent when you can focus on accounts that are already interested in what you're selling, and meet them where they are in their buying journey. This ebook is a fresh take for marketers who are ready to take their ABM to the next level."

Devon Watts, Senior Director, Corporate Marketing, RollWorks



Grab the full guide

bombora