

The ABM Buyer's Guide

Choose the right Account-Based Marketing platform

PUBLISHED JANUARY 2022



Table of contents

<u>The Rise of ABM</u>	3
From contact-based to account-based marketing	4
Using buyer intent as an ABM tool	5
G2 Buyer Intent Data	6
<u>The ABM Integration Buyer's Guide</u>	7
ZoomInfo	8
<u>6sense</u>	10
Demandbase	12
LinkedIn	14
Metadata.io	16
RollWorks	18
Terminus	20
Triblio	22
<u>Compare G2's ABM Integrations</u>	24



The rise of ABM

In recent years, companies have ditched traditional spray-and-pray marketing tactics and pivoted toward account-based marketing (ABM) strategies. In fact, HubSpot reports that **67% of brands implement ABM**.

But is ABM just another industry buzzword?

Not quite. There's a reason why ABM has garnered so much fanfare from sales and marketing leaders. It enables organizations to be more efficient and strategic throughout the sales funnel by nurturing all potential stakeholders in an account, rather than a single contact.

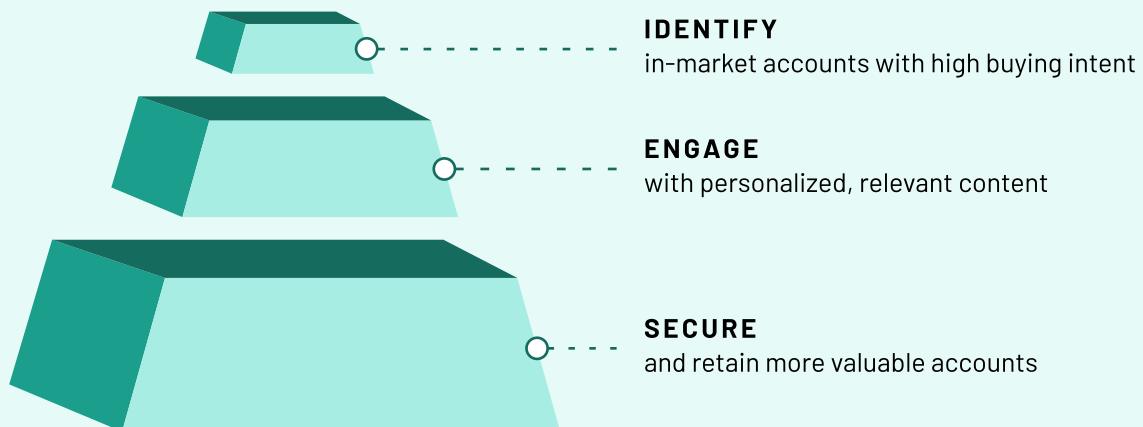
And for G2 customers, targeting these in-market accounts is easier than ever with G2's suite of ABM platform integrations.

This buyer's guide was created to present an objective, side-by-side comparison of each ABM integration available to G2 customers. This resource will help determine which solution is truly the best fit for your needs, challenges, and account-based marketing goals.

What is ABM?

ACCOUNT-BASED MARKETING

(ABM) is a go-to-market strategy that sales and marketing teams implement to target specific accounts that are identified with intent data as having high buying likelihood. Once accounts are identified, they are nurtured with personalized messaging that speaks to their needs throughout their entire buying and customer journey.





From contact-based to account-based marketing

Consider this: **the average B2B purchase decision involves 6.8 people**. Selling to a single contact means potentially neglecting the needs of six other stakeholders.

That's why businesses are shifting focus from contact-based to account-based strategies. ABM helps align sales and marketing teams so they can move prospective accounts through the sales funnel seamlessly by delivering personalized, coordinated experiences.

1/3

of respondents say that decision-makers frequently change during the buying process

SOURCE: G2

84%

of marketers say their ABM strategies outperform other marketing investments

SOURCE: MARKETO

20%

of respondents say that buying committees have increased in size since last year

SOURCE: G2

97%

higher ROI from ABM, relative to other marketing strategies

SOURCE: BRAFTON



Using buyer intent as an ABM tool

ABM platforms are the tool for executing coordinated, personalized experiences for target accounts. That means the critical missing piece is identifying the right target accounts (and the related data to drive true personalization).

G2 Buyer Intent allows teams leveraging ABM platforms to surface and hone in on accounts that are ready to buy. Furthermore, they can use those buying behaviors committed on G2.com as a way to personalize campaign messaging.

While ABM helps facilitate mid- to lower-funnel conversion, pairing it with buyer intent makes it airtight.

208%

more revenue is generated in organizations that have aligned sales and marketing teams

SOURCE: MARKETO

83%

of marketers agree ABM increases engagement with their target accounts

SOURCE: DEMANDBASE



G2 Buyer Intent Data

[Incorporating buyer intent](#) with an ABM strategy allows marketers to identify in-market buyers, understand where they are in the buying process, and then target them accordingly.

G2 reports an average of four million monthly unique visitors to its marketplace to research, compare, and purchase software. This buying behavior includes, but is not limited to, surfacing what products, categories, and competitors buyers are actively researching and comparing - in real time.

These insights allow companies to not only identify buyers with a high propensity to purchase, but also personalize their outreach based on those behaviors and create a coordinated, streamlined nurture strategy.

Better accounts, higher conversion rates. That's the power of [G2 Buyer Intent](#).

60%

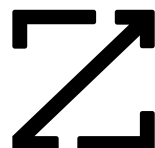
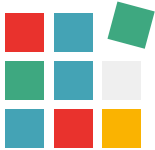
of buyers conduct research and consider alternatives when a product is up for renewal

SOURCE: G2

86%

of software buyers use peer review sites when buying software

SOURCE: G2

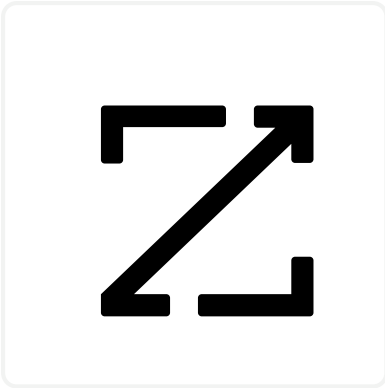


The ABM Integration Buyer's Guide

In 2021, G2 announced automated integrations to seven top ABM platforms. Each of these solutions allows marketers to automate account-based marketing campaigns based on G2 Buyer Intent signals.

In this chapter, you'll find a breakdown of the integrations available to G2 Buyer Intent customers, including each platform's key features, potential limitations, and target user profile.

*The following integrations are presented in alphanumeric order. Some user reviews may have been edited for clarity.



About the G2 + ZoomInfo Integration

This integration allows revenue and marketing teams to align their efforts in lockstep. It reveals and targets decision makers that fit your ideal customer profile (ICP) and are in-market for your products, by layering G2 Buyer Intent and ZoomInfo Intent data. Marketers can populate and build audience segments of high-intent accounts, and trigger targeting workflows specifically by intent, firmographic, and persona filters.

About ZoomInfo

MarketingOS helps account-based marketers (ABM) and demand generation marketers target, engage, and convert leads to buyers through personalized engagements across multiple channels such as display advertising, email, paid, social, website chat, and website conversions. Backed by a massive collection of B2B contact data, this solution takes any marketing strategy to the next level.

MOST COMMONLY OWNED BY



Marketing demand generation teams

AND USED BY



Demand generation leaders

Marketing campaign managers

Marketing operations managers

AT



Small businesses

Mid-market companies



Key Differentiators

- ✓ ACCESS UNRIVALED CONTACT DATA:**
 With over 65M+ direct dial phone numbers and 150M+verified email addresses, ZoomInfo has a massive and accurate B2B contact database.
- ✓ CREATE AND MANAGE AUDIENCES:**
 Easily and intuitively build and manage audiences of accounts and leads.
- ✓ CONVERT LEADS TO PIPELINE FASTER:**
 Pre-built workflows can automatically turn previously unknown accounts into engaged buyers by targeting them when they are in-market.

Considerations

- ! PRICING AND PACKAGING:**
 Users must purchase an add-on license for ZoomInfo MarketingOS, along with multiple pricing tiers for each.
- ! DSP FUNCTIONALITY CHALLENGES:**
 Like with other demand side platforms, more robust functionality isn't readily available.



It's simple to integrate with your CRM and straightforward data mapping. Both schedule and instant enrich options help us do our assignments quickly and easily. It keeps the database up to date.

User in Information Technology and Services Small-Business (50 or fewer emp.)



This is an add-on, but I believe the team should make it part of the standard ZoomInfo package, and the pricing should be a bit on the lower side for bulk records.

Abhisek P.
 Senior Manager, Product Strategy
 Small-Business (50 or fewer emp.)

[Get a demo of this integration](#)



About the G2 + 6sense Integration

The 6sense integration makes G2 Buyer Intent data actionable, with prompts for appropriate account engagement tactics at each buying stage. The integration builds target segments based on G2's intent signals and built-in AI models drive account fit scores, allowing for the best use of data across teams. AI models are product specific and predict for timing. Prioritization and optimization are key benefits of this partnership.

About 6sense

6sense is the first AI-powered Account Engagement Platform that takes the guesswork out of B2B marketing, sales, and customer success by identifying accounts that are most likely to buy, orchestrating the right message and tactics, and aligning revenue teams on the metrics that matter. Leading the RevTech revolution, 6sense unites the people, processes, and technologies on a single platform to accelerate predictable revenue growth.

MOST COMMONLY OWNED BY



Marketing demand generation teams

AND USED BY



Demand generation leaders

Marketing campaign managers

Sales and revenue operations managers

AT






Mid-market companies



Enterprise companies



Key Differentiators

-  **ACCOUNT IDENTIFICATION:**
 Uncovers hidden buying behavior by accurately matching anonymous buying signals to accounts, providing insights for proactive targeting of those accounts in-market.
-  **AI-DRIVEN PREDICTIONS:**
 Uses real-time and historical data to map the buying journey for each product or solution, then predicts the best accounts/contacts to pursue and when to take action.
-  **OMNICHANNEL ORCHESTRATION:**
 An embedded CDP unifies and normalizes big data across your stack to orchestrate data operations and multichannel account engagement.

Considerations

-  **COST:**
 6sense has subscription-based pricing model for its core ABM platform and optional modules for sales, operations, and other use cases.
-  **OUT-OF-BOX VALUE:**
 Although some customers see value within the first week of deployment, other use cases require multi-platform coordination and take longer to operationalize.



6sense is what marketers and sellers have been waiting for. Accurate insights, predictions, and all the actions you need to orchestrate your end-to-end revenue strategy. The number of use cases it offers is unbelievable. It's great being able to work smarter, not harder, across marketing, sales, and account management!

Peter L
 Manager, Acquisition Marketing & Operations
 Mid-Market (51-1000 emp.)



The thing I don't like about 6sense is that the native platform can be a bit confusing to navigate and it feels overly complex at times. The UI could definitely be improved.

User in Computer Software
 Mid-Market (51-1000 emp.)

[Get a demo of this integration](#)



About the G2 + Demandbase Integration

This integration allows you to create targeting workflows that are triggered specifically by certain G2 Buyer Intent behaviors. Whether there is a new account showing high intent, an in-funnel lead doing further research, or an existing customer shopping around, marketers can serve relevant, timely messages to the accounts that matter most and salespeople can prioritize accounts and outreach.

About Demandbase

Demandbase One provides the data you need for a comprehensive understanding of your accounts, the decisioning capabilities to know the right time to engage the right people with the right message, and the delivery mechanisms to take action across multiple channels. It is a complete B2B GTM Suite that helps customers build, find, engage, close, and measure the accounts that matter.

MOST COMMONLY OWNED BY

Marketing demand generation teams

AND USED BY

Marketing campaign managers

Marketing operations managers

Sales and business development reps

AT

Mid-market companies

Enterprise companies



Differentiators

- EASE OF USE:**
Demandbase is accessible for companies new to ABM and comprehensive enough to scale for larger, more advanced ABM users.
- NATIVE DSP:**
The only ABM provider with its own native B2B Demand Side Platform (DSP) to better balance across accounts.
- COMPREHENSIVE DATA SET:**
Offers extensive data in terms of intent, contacts, firmographics, account identification, and technographics.

Considerations

- NOT A LEAD-FIRST PLATFORM:**
Demandbase One focuses on accounts and contacts within the accounts, rather than leads.
- NON-NATIVE MARKETING AUTOMATION:**
Integrates with leading marketing automation platforms but does not completely replace the traditional demand generation process, including direct email campaigns.



Demandbase is intuitive and easy to use. You don't need much training to get up and running on the application. The dashboards are obviously fantastic, but digging into the details in site analytics gives you information to use when reaching back out to the prospect.

Cass H
Regional Planning Lead
Enterprise (> 1000 emp.)



I think sometimes it can be hard to track the actions of the individual actors of large enterprise customers coming to the website. They might have 100,000+ employees, so I think Demandbase is great if you want to follow up with mid-market companies.

User in Computer & Network Security
Mid-Market (51-1000 emp.)

[Get a demo of this integration](#)



About the G2 + LinkedIn Matched Audiences Integration

This integration allows marketers to build target audiences on LinkedIn based on real buyer intent data from G2. With intent-powered custom audiences, marketers can focus their LinkedIn budgets on high payoff activities – all by honing in ads on key accounts demonstrating active buying behavior on G2.

About LinkedIn Matched Audiences

LinkedIn Marketing Solutions allows marketers to reach professional audiences with precision and scale. LinkedIn Matched Audiences offers a set of targeting options to combine your first-party business data with LinkedIn's professional data, resulting in a richer marketing strategy to supplement what you're already doing. Native features include retargeting, contact targeting, account targeting, and lookalike targeting.

MOST COMMONLY OWNED BY

Marketing senior leadership

AND USED BY

Demand generation leaders

Marketing campaign managers

Customer marketing managers

AT

Small businesses

Mid-market companies

Enterprise companies



Differentiators

- ✓ LARGEST ONLINE PROFESSIONAL COMMUNITY:**

774+ million members in over 200 countries and territories use LinkedIn, so you can build target audiences at scale.
- ✓ PRECISE AND SCALABLE TARGETING:**

Reach your most active buyers within their favorite network, as 4 out of 5 LinkedIn members drive business decisions.
- ✓ USE FIRST OR THIRD-PARTY DATA:**

Matched Audiences allows you to further refine your targeting and market to a specific list of companies or contacts.

Considerations

- ! CHANNEL-SPECIFIC:**

Targeting capabilities are limited to buyers on the LinkedIn platform or in the LinkedIn Audience Network.
- ! COST:**

There is premium pricing as a result of high-value targeting. LinkedIn ads are pay-as-you-go, with an auction-based bidding model for inventory.
- ! AUDIENCE MINIMUMS:**

To protect members' privacy, there is an audience minimum of 300 members.



I love that I can upload a list of companies or contacts to target or exclude and filter by role, title, or seniority. Ad creation is always quick and easy. The performance metrics are readily available in Campaign Manager, and I can make changes on the fly.

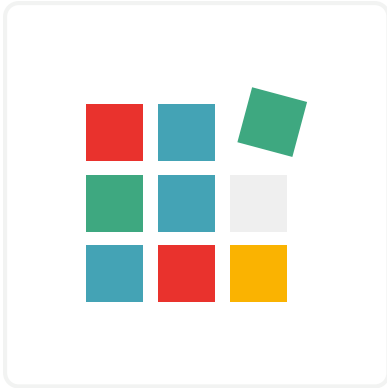
User in Computer Software
Mid-Market (51-1000 emp.)



Obviously it is favorable that LinkedIn is constantly optimizing its platform. However, the frequent changes are hard to keep up with and the updates are sometimes screwing with our client relationships as they are used to a certain workflow that has to be amended after updates.

Agency in Arts & Crafts
Mid-Market (51-1000 emp.)

[Get a demo of this integration](#)



About the G2 + Metadata Integration

This integration helps marketing teams auto-target accounts that fit their ideal customer profile and are actively researching products and services on G2. Whether the company visits the G2 category page, a competitor page, or vendor profile, Metadata helps you build custom advertising audiences and automatically targets these audiences with ads across Facebook, LinkedIn, and programmatic display, with the goal of converting them into marketing-qualified leads.

About Metadata

Metadata's demand generation platform helps marketers launch paid campaign experiments and self-optimize them to revenue. Through AI and machine learning, B2B marketers can automate the time-consuming parts of running paid ad campaigns so they can focus more of their time on strategy, targeting, and creative.

MOST COMMONLY OWNED BY



Marketing demand generation teams

AND USED BY



Demand generation leaders
Marketing campaign managers




AT



Mid-market companies
Enterprise companies



Differentiators

-  **AUDIENCE TARGETING:**
Build custom audiences for your campaign experiments.
-  **CAMPAIGN AUTOMATION:**
Accelerate your sales cycle and generate qualified pipeline by serving targeted ads to buyers actively researching you.
-  **CAMPAIGN EXPERIMENTATION:**
Create custom audiences and use multivariate testing with your ad creative and go-to-market messaging.

Considerations

-  **COST:**
Must spend at least \$10K per month on paid social media to run experiments with statistical significance.
-  **CUSTOM TARGETING:**
Metadata cannot run one-to-one display ads.



Metadata is a no-fluff platform. Before, I was managing paid social metrics in a massive spreadsheet. Now, all of that lives seamlessly in Metadata without the need for month-end tallying. We were struggling to execute the volume of campaigns to the right audience at the right time, but Metadata operationalizes all of it, allowing us to run full steam ahead while testing key components for optimal success.

Kaylee E
Demand Generation Manager
Mid-Market (51-1000 emp.)



We still struggle to build a sizable enough audience to take advantage of Facebook targeting, which is unfortunate. Metadata can only meet 75% of the match rate in LinkedIn, which is an area for improvement. It would be great to have more visibility into site traffic from the programs, but they don't promise that in their messaging, so I can't fault them for it.

Administrator in Computer Software
Small Business (50 or fewer emp.)

[Get a demo of this integration](#)



About the G2 + RollWorks Integration

Using G2 Buyer Intent data, marketers can build audiences of in-market accounts to prioritize and engage with the right message delivered at the right time. Through Journey Events and Stages, they can also view G2 buyer behaviors over time and understand how G2 activity impacts accounts' buying journeys.

About RollWorks

RollWorks offers B2B companies an account-based platform to align their marketing and sales teams and grow revenue. Powered by proprietary data and machine learning, the RollWorks platform is built to fit and scale with companies ranging in size and ABM maturity. It identifies and prioritizes target accounts, reaches those accounts and key buyers across multiple channels, and measures program effectiveness.

MOST COMMONLY OWNED BY



Marketing demand generation teams

AND USED BY



Demand generation leaders

Marketing campaign managers

Sales leaders

AT



Small businesses

Mid-market companies

Enterprise companies



Differentiators

- ✓ ACCOUNT DATA FOUNDATION:**
 Robust first and third-party account data foundation, with 20 million companies, 330 million business emails, and 1.2 billion unique profiles allowing marketers to target both known and unknown contacts within their key accounts.
- ✓ HIGH VALUE, SCALABLE SUBSCRIPTION PACKAGES:**
 Packages are designed to meet marketers wherever they are in their ABM journey, with packages starting under \$1,000 per month.
- ✓ EXPANSIVE DISPLAY ADVERTISING:**
 Proprietary programmatic advertising infrastructure allows you to reach over 90% of internet users across 2M+ advertiser websites, in addition to LinkedIn and Facebook.

Considerations

- ! BEST FOR EXISTING HUBSPOT, SALESFORCE, OR MARKETO CUSTOMERS:**
 RollWorks has existing bi-directional integrations with HubSpot, Salesforce, and Marketo.
- ! PARTNER-FIRST STRATEGY FOR ORCHESTRATION BEYOND ADS:**
 RollWorks prioritizes its extensive tech ecosystem and partners with leaders in the martech space to enable multi-channel engagement beyond ads.



We currently use RollWorks to retarget site visitors, retarget based on intent data, and directly target an ABM list. We have the HubSpot integration and use lead scoring to dynamically create the ABM list which auto-syncs to RollWorks. As a customer, I'm regularly invited to briefings on product enhancements and new features and am impressed with the rate at which RollWorks is developing its product.

Britt D Vice
 President of Marketing
 Small Business (50 or fewer emp.)



The RollWorks platform could be a bit more intuitive. I wish there was more organization and filtering capabilities in the ads, audiences, and campaign sections.

Administrator in Computer Software
 Mid-Market (51-1000 emp.)

[Get a demo of this integration](#)



About the G2 + Terminus Integration

G2's integration with Terminus helps marketing teams enhance their ABM campaigns by targeting accounts that are actively researching products and services on G2. The integration streamlines campaign creation and segment targeting by removing the need to ever export and import data between G2 and Terminus.

About Terminus

Terminus Engagement Hub connects first and third-party data to understand both customers and prospects. Its robust suite of engagement channels include ads, chat, email, and web.

MOST COMMONLY OWNED BY

Marketing demand generation teams

AND USED BY

Demand generation leaders

Marketing campaign managers

Account executives




AT

Mid-market companies




Enterprise companies



Differentiators

-  **MULTICHANNEL TARGETING CAPABILITIES:**
 Coordinate marketing outreach across multiple engagement channels.
-  **FULL-FUNNEL VISUALIZATION:**
 This allows you to address the buying lifecycle of both prospects and existing customers.
-  **WHITE-GLOVE CUSTOMER SERVICE:**
 Offers thorough onboarding, support, execution, and beyond, driving pipeline upwards of 92% and 1,900% ROI.

Considerations

-  **KEYWORDS:**
 Not a fit for marketers solely focused on keyword data as a primary source for targeting instead of leveraging intent.
-  **ALIGNMENT:**
 Sales and marketing teams must be aligned on a joint ABM strategy in order to be successful.
-  **LEAD LISTS:**
 Terminus does not provide data for users looking to purchase lead lists.



Terminus supports your business needs from the first sales call to onboarding, then with a dedicated customer success manager. It grows alongside our digital strategy and is scalable for any solution. Working with Terminus has been a breath of fresh air. Not only was sales, onboarding, and customer success top-notch, but their support is incredible. You always know the status of your ticket and it feels like they are happy to help whenever you need it.

Emily M
 Manager of Global Events and Marketing Operations
 Mid-Market (51-1000 emp.)



There is no Terminus integration for the Oracle Sales Cloud CRM. For our sales team to be engaged and connected to our targeted brand's activities, this is a huge missed opportunity.

User in Marketing and Advertising
 Enterprise (> 1000 emp.)

[Get a demo of this integration](#)




About the G2 + Triblio Integration

With Triblio, you can automate powerful and timely campaigns to accounts surfaced by G2 Buyer Intent. This integration enables you to reach and engage buyers with ads, web personalizations, email, direct mail, sales cadences, and more. Acquire new leads or contacts and visualize G2 data in your pipeline reporting to understand how it correlates to real buying behaviors.

About Triblio

Triblio's account-based marketing platform orchestrates marketing and sales campaigns at every stage of the purchase journey. In a single platform, Triblio combines account-based advertising, web personalization, and sales activation features to orchestrate campaigns across multiple channels. These campaign tools and analytics run on a proprietary AI-powered purchase intent engine that scores account interest during the buying journey.

MOST COMMONLY OWNED BY

Marketing senior leadership

AND USED BY




Marketing campaign managers
Marketing operations managers
Account executives

AT




Mid-market companies
Enterprise companies



Differentiators

-  **PREDICTIVE SEGMENTS:**
Add buyers to the right campaigns automatically with Triblio's proprietary AI.
-  **DRAG-AND-DROP ORCHESTRATION:**
Design multi-stage, cross-channel ABM campaigns in one canvas.
-  **ALIGN REVENUE TEAMS:**
Personalize the buyer's journey from top-of-funnel ads down to prescriptive sales plays.

Considerations

-  **ANONYMOUS VISITOR DATA:**
Cannot reveal the contact information of anonymous visitors to your website.
-  **NON-NATIVE MARKETING AUTOMATION:**
Sending email campaigns requires the use of a marketing automation platform integration.
-  **SYNDICATION:**
Does not execute content syndication campaigns.



I like the seamless integration Triblio has to support marketing channels tools, such as Marketo and LinkedIn, and orchestration with sales channels, such as Salesforce CRM or Microsoft Dynamics.

User in Information Services
Enterprise (> 1000 emp.)



The software can be buggy and sometimes, and the Triblio platform can be hard to use because it isn't very intuitive.

Administrator in Computer Software
Mid-Market (51-1000 emp.)

[Get a demo of this integration](#)



Compare G2's ABM Integrations

	6SENSE	DEMANDBASE	LINKEDIN	METADATA	ROLLWORKS	TERMINUS	TRIBLIO	ZOOMINFO
TALKING CENTS								
Minimum spend to run campaigns				⊙ *				
Minimum audience size to run campaigns			⊙ **	⊙ ***				
Out-of-box subscription tiers available	⊙	⊙		⊙	⊙	⊙	⊙	⊙
INTENT DATA OFFERINGS								
G2 Buyer Intent	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Native intent data	⊙	⊙	⊙			⊙	⊙	⊙
Other intent data offerings	⊙	⊙	⊙	⊙	⊙	⊙	⊙	
MARKETING AUTOMATION INTEGRATIONS								
HubSpot	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Marketo	⊙	⊙	⊙	⊙	⊙	⊙	⊙	⊙
Pardot	⊙	⊙	○	⊙	⊙		⊙	⊙
Oracle Eloqua	⊙	⊙	⊙	⊙		⊙	⊙	
MailChimp			⊙				⊙	
Act-On		⊙				⊙		
COMPATIBLE AD CHANNELS								
Display (Web)	⊙	⊙		⊙	⊙	⊙	⊙	⊙
Social	⊙	⊙		⊙	⊙	⊙	⊙	⊙
Search (Google Ads)	⊙	⊙		⊙				
Email		⊙			⊙	⊙		⊙
Other	****	*****				*****		⊙

* 20k per month on paid social

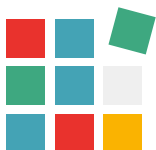
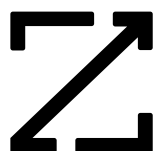
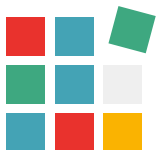
** 300 audience members

*** Subject to LinkedIn and Facebook's requirements

**** Chat, Content Syndication

***** Chat, Video

***** Chat, Audio, Connected TV, Video

TriblioTriblio

ABM, powered by G2.

The right accounts. The right message. The right time.

Activate any of the seven top ABM integrations and dish out relevant, timely ads to the accounts that matter most using G2 Buyer Intent. ABM integrations are free of charge for all G2 Buyer Intent customers who are also customers of the ABM platform.

Bring G2 Buyer Intent data into your ABM platform today.

[Learn more](#)