

# Account Profiling

Your target accounts revealed in seconds

Plan — Engage — Measure

**Account Profiling**, powered by Mintigo, enables you to confidently reveal which accounts you should target for your ABM strategy in seconds. Easy-to-use artificial intelligence (AI) automatically identifies which accounts have the highest chance of turning into revenue. Spend less time planning and more time engaging the right accounts.

## PREVIOUS CHALLENGES

- Spend months planning your list .....
- Manual list building process .....
- Too many accounts with too little data .....

## NEW ADVANTAGES

- Build a target account list in seconds
- Easy-to-use AI in one click
- 500M+ data points across the web

Let AI bring sales and marketing together to:



### Know which accounts to target at scale — with one-click

- No data science degree necessary!
- Easy-to-use AI models & tuning
- AI-based target account lists



### Validate your target account lists with data, not opinions

- Leverage 500M+ data points
- Enrich and rank account database in seconds
- Prioritization, propensity scoring & fit indicators



### Kick-start Marketo ABM campaigns with confidence

- Activate target account lists
- Convert fit indicators into audience filters
- Deploy data-driven ABM campaigns inside Marketo

## How Account Profiling Works



**Upload a list to train your AI model**



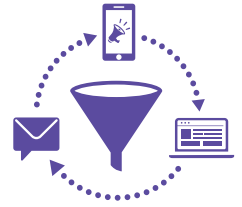
**Select which accounts you want to analyze**



**View model results, scores and fit indicators**



**Confirm your target account list**



**Create ABM campaigns inside Marketo**

### New to account-based marketing?

- 1 Speed up your ABM planning process with Sales from months to days
- 2 Build your first-ever target account list with confidence
- 3 Turn your AI-based target account list into ABM campaigns across Marketo

### Already have target account lists?

- 1 Validate your existing list with Account Profiling recommendations
- 2 Uncover best-fit accounts from your database that you might have overlooked
- 3 Enrich your target accounts and gain additional ABM campaign filters



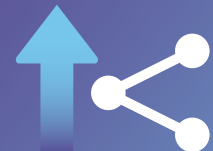
Time-to-Value



Win Rate



Avg. Deal Size



Accelerated Pipeline

## Build multiple predictive target account lists to fit your strategy:

### Best-fit List

Based on your recent closed/won accounts

### Upsell/Cross-sell List

Based on similar attributes of existing customers that purchased upsell/cross-sell products

### Quick Win List

Based on similar attributes of your recent high velocity closed/won accounts

Tune Your Model					
Profile	Industry	Employee Count	Revenue	Location	
Add Indicator: <input type="text" value="Search Indicators..."/>					
Custom Attribute	In Use	Indicator	Category	Lift	
<input checked="" type="checkbox"/>	Yes	Hiring Demand Gen Position	Business	7.4x	
<input type="checkbox"/>		EV Positions	Business	6.3x	
<input checked="" type="checkbox"/>	No	Lead Generation Positions	Business	6.0x	
<input type="checkbox"/>		Website Technology: AppNexus	Marketing	5.0x	
<input checked="" type="checkbox"/>	Yes	Has Advertising Exchange MIs	Marketing	4.0x	
<input type="checkbox"/>		Outbound Sales Positions	Business	3.2x	
<input type="checkbox"/>		CRM: Salesforce	IT	3.0x	
<input type="checkbox"/>		Hiring SaaS Positions	Business	2.9x	
<input type="checkbox"/>		Sales Operations Positions	Sales	2.8x	
<input type="checkbox"/>		Cloud Computing Technology User	Sales	2.8x	

MODEL PERFORMANCE