

In a perfect world, you can take an “if you build it, they will come” approach to generating demand from the right companies.

Unfortunately, we don’t live in a perfect world. In our world, the person doing the research and downloading your inbound content isn’t the same as the key decision-maker your sales team wants to talk to. But buying dated lists of contacts or having your sales team spend hours looking for the right people can be frustrating, expensive, and time-consuming.

Enter [Madison Logic](#).

Our ABM Demand Generation will generate accurate, up-to-date contacts from target accounts that are currently looking for a solution just like yours. Beyond that, you can target accounts that aren’t looking with hyper-targeted ABM Advertising so that you’re on their list of possible vendors when they start.

“ We are an absolute profit center now. A lead that comes through from Madison Logic has a higher propensity to convert to an opportunity at a significantly higher rate. So now we are allocating 80% of our marketing budget to Madison Logic. ”

Kevin Salas
Director of Demand Generation
Zilliant

Make your sales team happy with Madison Logic’s ABM Demand Generation

Instead of relying on inaccurate, time-consuming methods or wasting your money buying contacts from unreliable sources, Madison Logic’s ABM Demand Generation allows you to efficiently generate demand by:



Using advanced, global content syndication to specifically target people with the right job titles from accounts that are actively searching for a solution like yours right now



Using the best account intelligence available – from more than 20 data sources – to help you efficiently spend your content syndication budget on accounts that are more likely to convert



Using ABM Signals from your marketing automation and CRM platforms to automatically trigger and stop content syndication programs based on where the account is in the marketing nurture, sales, and post-sales funnels



Giving you a truly global (and GDPR-compliant) solution to generate contact information from anyone, anywhere in the world

Do you want contact information for accounts that aren’t actively looking for solutions like yours? You can get that, too. We also run classic content syndication programs for our customers. Contact us at sales@madisonlogic.com