

Display Advertising View total

Madison Logic accelerates growth for B2B companies. *ActivateABM™*, our global account-based platform, helps marketers **find** influencers at their best prospects, **engage** them **during all buying stages**, and **optimize their journeys** to convert faster.



DEFINE & FIND

- Target account lists
- Actionable buyer audiences



ENGAGE & OPTIMIZE

- Tailored digital advertising
- Content syndication



CONVERT & MEASURE

- Account-level insights
- Comprehensive attribution



ALIGN

- Integrates with marketing automation and CRM

Find the organizations and people who are showing research behavior

Organizations don't buy B2B products and services; people do. Madison Logic helps you find the key influencers within your target accounts, and it predicts research behavior so you can reach the most valuable audiences on the websites and social media they're already using.

ActivateABM™ uses a B2B data management platform (DMP) to connect you with real people in your target accounts. This enables you to build audiences using data science that analyzes multiple datasets—first-party and third-party—to precisely reach B2B buyers based not only on the company they work for but also on the job title, geography, and research activities they're conducting across the B2B web.

THE MADISON LOGIC DIFFERENCE

- **10x** lift in account penetration
- **+70%** reach to ideal customer profile
- **2x** increase in SQLs
- **40%** increase in lead velocity
- Understand program **ROI**
- Finally **align** marketing and sales

Based on Madison Logic customer benchmarks

Drive growth within the best accounts with ease, no matter what approach you're using to define your targets.

NAMED ACCOUNTS

Engage with buyers from your target account list

PRIORITIZED ACCOUNTS

Pinpoint accounts on your list that are actively researching solutions like yours

ACCOUNTS SHOWING INTENT

Supplement your account list with similar companies that are actively researching

Engage the right people before they raise their hands

Madison Logic helps you engage all the decision makers on the buying committee **before and after they actively signal their interest** by visiting your site or registering for your content. You can increase product awareness among people you already know and uncover new influencers within target accounts.

By using both digital advertising and content syndication tactics, *ActivateABM™* efficiently delivers hyper-relevant content to people who are actively researching your products. We have built contextual targeting, brand safety, and viewability into our platform to protect your brand and maximize the value of your investments.

Optimize buyer journeys—continuously and automatically

ActivateABM™ continuously listens to the first-party data in your marketing automation and CRM systems and automatically moves buyers to new programs as they progress down the funnel. This **journey optimization** lets you take a more strategic approach to nurturing buyers.

Measure what matters

ActivateABM™ includes unified reporting metrics showing the impact of digital ads and content. You can see how account-based marketing programs are delivering real ROI.

- See **reach** and **account penetration**, across channels, with domain- and company-level engagement analysis.
- Use **attribution reporting** to tie

67%

OF THE BUYER'S JOURNEY IS NOW DONE DIGITALLY

SIRIUSDECISIONS

brand exposure metrics to additional actions taken by buyers.

- Know the **topics** that are generating the most interest among buyers to shape your content marketing strategies.

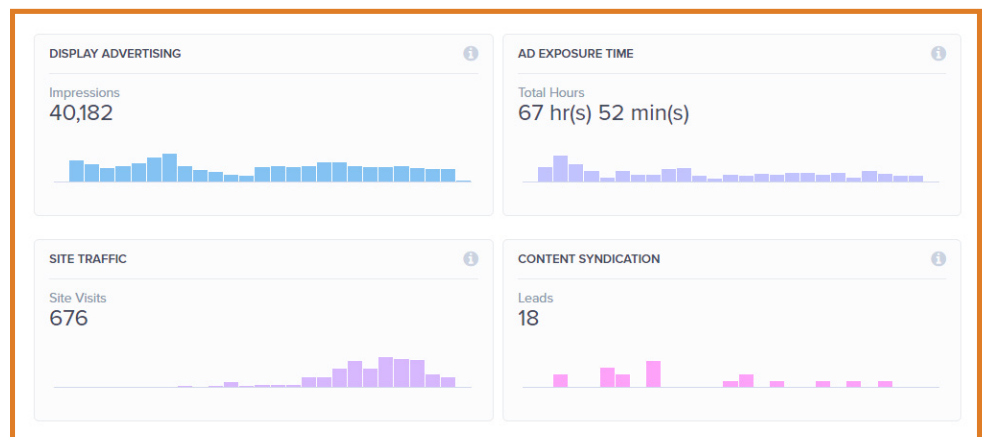
All of this is available without your having to work with multiple providers or integrate data sources.

Align sales and marketing to work better together

We bring marketing and sales together with shared insights into the account pipeline, accessible through the marketing automation and CRM systems your teams use every day. Both teams have an accurate, real-time view into the impact of marketing programs on target accounts.

Grow faster with simple, strategic, integrated ABM

ActivateABM™ is the only global ABM platform that uses technology, actionable data, and content to speed the buyer journey at all stages. It taps into first-party data from systems like Salesforce and Marketo for journey optimization that makes every interaction a meaningful one. And, it helps marketing and sales stay on the same page.



MADISON LOGIC

ABOUT MADISON LOGIC

Madison Logic helps B2B marketers convert their best accounts faster by finding and engaging with the most influential individuals throughout the buyer journey. For more information, please visit madisonlogic.com and follow [@madisonlogic](https://twitter.com/madisonlogic) on Twitter.

Contact sales@madisonlogic.com to learn how to start your ABM growth engine today.