ABM IN THE AI ERA

A playbook for 1:1 marketing in the AI era

TABLE OF CONTENTS

INTRODUCTION: ABM ISN'T DEAD (BUT THE PLAYBOOK IS)

Account-based marketing isn't dead, but the way we've been doing it is.

The original promise was powerful: treat every account like a market of one. But in practice, most teams have struggled to deliver. What began as a high-touch, highly coordinated strategy—handpicked accounts, persona-specific content, multi-channel outreach—has often devolved into mass segmentation and recycled templates. For many teams, "ABM" means sending one-size-fits-all messaging to a static list of 500 accounts with a shared industry tag, or painstakingly crafting 1:1 content by hand for only a few accounts.

And when that approach underperforms, we blame the framework.

But the problem with ABM was never the idea; it was the execution. Personalization at the account level was costly, time-intensive, and nearly impossible to sustain. The traditional model relied on manual work, long lead times, and high headcount: resources most modern marketers don't have. No wonder only 17% of marketers say their ABM programs are fully scaled.

With today's AI-powered tools, teams can finally execute the kind of account-based strategy ABM always promised. They can:

- Select accounts using dynamic signals, not just firmographics or sales hunches
- Contextualize messaging at the 1:1 level for hundreds of accounts at once
- Orchestrate plays across channels and teams without reinventing the wheel
- Stay aligned as accounts progress through the buying journey

AI introduces leverage at every layer of ABM, turning marginal gains into exponential impact. And with 70% of U.S. marketing teams maintaining active ABM programs and nearly one-third of budgets allocated to these efforts, measuring impact isn't optional… it's essential. With the right systems, you can meet each account with relevance and context, without trading off speed or scale.

This is a new field guide for GTM teams ready to ditch the static lists, slow launches, and manual rewrites for signal-driven plays, scalable personalization, and true ABM.

This guide lays out a new approach to ABM, powered by artificial intelligence. It's built for marketers who run point on campaigns, own execution, and are ready for tools that move as fast as they do.

Because the promise of ABM hasn't changed. What's changed is our ability to deliver on it.

WHAT'S BROKEN: THE PROBLEM WITH TRADITIONAL ABM

Most ABM programs weren't built to keep up with modern buyers. We boxed ourselves into categories like 1:1, 1:Few, and 1:Many—tidy frameworks that looked good in theory, but rarely held up in the field. They assumed personalization scaled neatly with list size. They assumed buyers moved in predictable, stage-based sequences. They assumed you could map intent once, and execute a plan from there.

But today's buyers don't follow your funnel. They cross channels and loop in new stakeholders mid-cycle. They self-educate. (In fact, B2B buyers complete about 70% of their journey before they reach out.) Signals shift fast. Static plays miss the moment.

> What ABM needs isn't a better trade-off between personalization and scale. It needs a system that delivers both at once, without compromise. This is precisely what AI makes possible.

Worse, the systems powering those plays haven't kept pace. Most teams are still running ABM like it's 2016, with:

- Rigid quarterly planning cycles that can't keep up with buyer behavior
- Campaigns that take weeks to launch and months to measure
- Static target account lists that don't evolve with new intelligence
- Hard-coded nurture tracks that ignore real-time engagement
- No feedback loop between behavior, content, and outbound
- Clunky handoffs between Marketing, Sales, and CS
- Manual personalization that depends on rep hustle or last-minute rewrites

But the bar is higher now. Buyers are spending more time on research before they ever talk to Sales, which means Marketing now owns more of the journey. Personalization and contextualization alone won't cut it. ABM has to pull more weight, educating, supporting, and responding across every stage of the journey.

In short, you're expected to deliver 1:1 impact with 1:Many resources. And without automation or real-time feedback loops, most ABM motions stall out.

We've been trying to do precision work with blunt tools, and wondering why it doesn't land.

Traditional ABM models: useful, but inflexible

ABM Type	Example tactic	Personalization level	Scalability	Responsiveness to signals
1:1	Custom microsite for one account	Very high	Very low	Medium
1:Few	Vertical-specific nurture tracks	Medium	Medium	Low
1:Many	Industry-wide email blast	Low	High	Very low

That's because these models were built around trade-offs: more personalization necessarily meant less scale. None were designed to adapt in real-time, or to reflect the nuance inside accounts (different stakeholders, different behaviors, different needs).

What's needed now isn't a better balance between personalization and scale. It's a system that delivers both, without compromise.

AI-enabled ABM does exactly that. It introduces a new operating model: one that's modular, responsive, lifecycle-aware, and built for speed.

THE AI-ENABLED ABM SYSTEM

Traditional ABM broke under the weight of rigid tiers, stale lists, and resource-heavy workflows. AI offers a way forward—not by replacing marketers, but by giving them the scale, speed, and adaptability they've always needed.

Modern ABM isn't just a smarter way to launch plays. It's a connected system: one that starts with aligned account selection and ends with live performance data feeding the next campaign. Powered by AI and grounded in ICP clarity, it turns signals into strategy and strategy into action.

Here's how that system works: six interdependent stages, each designed to deliver relevance at scale and evolve in real-time.

90% of B2B marketers already report improved ROI from using AI to build and optimize campaigns, proving that intelligent systems drive real results. With AI, account-based motions become faster, smarter, and measurably more effective.

Traditional ABM models: useful, but inflexible

Stage	What it solves	What it unlocks
Account selection	Generic targeting, misaligned priorities	A shared, signal-rich list shaped by ICP criteria and Sales insight
Research	Shallow messaging, weak value props	Deep context into account pain points, priorities, and potential
Channel selection	Mismatched outreach, missed audiences	Precise delivery based on where ICP buyers actually live
Content generation	Slow, one-size-fits-all assets	High-quality, channel-readycontent tailored to each ICP and touchpoint
Orchestration	Disconnected campaigns, reactive workflows	Coordinated, cross-channel motion that adapts based on live engagement
Optimization	Post-mortem reporting, static strategies	A self-improving system that sharpens targeting, messaging, and sequencing

Together, these six stages form a data-driven ABM engine: one that doesn't just run campaigns more efficiently, but learns and improves with every cycle. And because insights from optimization flow directly back into account selection, the system becomes self-reinforcing: smarter inputs, sharper targeting, stronger results.

Let's break it down—stage by stage.

ACCOUNT SELECTION

The strongest ABM strategies start with the same foundation: a shared, strategic, and context-rich account list. But intent data alone isn't enough. Before you can act on behavior, you have to align on who your ideal buyers are and how to reach them.

AI has made account selection more dynamic and responsive, but it's still a fundamentally human decision. That's why the first step in modern ABM is collaborative: syncing with Sales, clarifying your ICP, and layering on signal intelligence to build a high-fit, high-priority list.

That alignment isn't always easy: 35% of B2B tech marketers say creating a target account list is one of their biggest challenges. AI doesn't remove the need for alignment; but it can help teams operationalize it, turning a single alignment meeting into a live, self-updating targeting system.

What goes into that shared list?

- **ICP fit:** Historical data around deal size, velocity, retention, and product usage patterns
- **Signal intelligence:** Real-time activity like pricing page visits, competitor research, or job changes from past champions
- **Sales context:** Ground-truth insight about live opps, active stakeholders, and in-flight conversations that won't show up in any tool

This blend of strategic inputs and live signals helps teams prioritize accounts that both fit and are most likely to be in market. It's a powerful combination that only recently became scalable.

Today, context-based platforms help automate this step, surfacing and ranking accounts based on custom rules. Tools like KeyPlay (for ICP scoring), Warmly, Common Room, or Koala (for numerous configurable intent signals), Vector (for website visitor intelligence), and Clay (for flexible enrichment and automation) can enrich your CRM with the context needed to act fast.

ICP signals worth tracking include:

- Repeat anonymous visits to high-intent pages (demo, pricing, solution overviews)
- Recent job changes or new hires in relevant roles
- Engagement with mid-funnel or competitive content
- Social activity over time (e.g. repeated social engagement from target titles)
- Attendance at key events—virtual or physical
- Firmographic milestones like funding, expansion, or product launches
- Your "X-factor"—every company has 1-2 unique signals that matter to you

Tofu connects to your CRM to ingest ICP-fit accounts that are ready for activation. It creates a shared target list shaped by Sales input, firmographic filters, and AI, so teams can launch campaigns with focus and confidence.

The output isn't just a list; it's a shared, ranked, and context-rich view of your best bets. And it evolves in real time. These micro-signals shape macro-strategy. As performance data flows back into the system, your targeting sharpens and your next campaign becomes even more precise.

Signal ingestion turns ABM from a quarterly initiative into a live, always-on engine that listens for movement and responds the moment it happens.

ABM FIELD NOTE (SNOWFLAKE)

Snowflake: Unified funnel, unified force

When account selection becomes a shared, signal-rich process, the results can be transformative. Snowflake's ABM engine is a standout example. By moving beyond static MQL lists and adopting a live, dynamic targeting model, Snowflake brought Sales, SDRs, and Marketing into tight alignment... starting with the account list itself.

Rather than treat signals as an afterthought, Snowflake made them foundational. The team developed a system that re-scored account priority every two hours based on real-time buyer behavior—everything from pricing page visits to technographic shifts. Outreach only began when signals crossed a predefined threshold, ensuring reps never started cold. This signal-ingested orchestration meant the right message hit the right contact at the right moment, every time.

Crucially, Snowflake didn't just align around the data; they also aligned around the funnel. There were no traditional MQL-to-SQL handoffs. Instead, Sales, SDRs, and Marketing worked a shared account list, tracked engagement together, and met weekly to coordinate progress. The result was not just better targeting, but a faster, more cohesive path to pipeline.

What stood out:

- A single, "one-team" funnel with no MQL/SQL handoffs
- Dynamic account prioritization updated every two hours
- Outbound sequences triggered by real-time buying signals
- Weekly cross-functional reviews to optimize motion on high-priority accounts

The impact:

- 36% meeting rate on ABM outbound (3x the cold outbound average)
- 2.3x lift in meetings booked from AI-personalized outreach
- 54% higher email CTR through signal-based timing and content
- ~$540M in net-new ARR sourced via the ABM-driven outbound engine in a single year

FROM SHORTLIST TO SMART LIST: BLENDING STRATEGY WITH SIGNAL-BASED AGILITY

1. Define your ICP

- Use firmographics, technographics, and historical win/loss data
- Align inputs across Marketing and Sales

2. Layer in Sales insight

- Add in-flight opportunities, named accounts, and qualitative feedback
- Capture what's heating up on the ground

3. Ingest buyer signals

Combine firmographic strategy with real-time behavioral signals

- **Signals to shape the list (early indicators of intent or fit):**
    - Net-new intent (e.g., Vector, Bombora)
    - Competitive research activity
    - Role changes at ICP accounts
- **Signals to trigger plays (based on live engagement):**
    - Repeat visits to high-intent web pages
    - Content engagement across channels
    - Social activity from key personas (e.g., Common Room)
    - Digital event attendance

4. Score and prioritize

- Combine fit and intent to determine who makes the list

5. Output: a ranked, shared, and dynamic target list

- Proactively selected, but continuously updated as new signals appear
- Synced to your CRM and ready for activation across touchpoints

Proactive signals help you select the right accounts before outreach begins. **Reactive signals** help you respond when accounts are in motion. The strongest ABM programs balance both—starting with fit and early intent, then adapting as engagement unfolds.

FROM SHORTLIST TO SMART LIST: BLENDING STRATEGY WITH SIGNAL-BASED AGILITY

DEFINE ICP

PROACTIVE

- Inputs from Marketing + Sales
- Firmographics, technographics, historical win/loss data

LAYER IN SALES INSIGHT

PROACTIVE

- Know in-flight opps, hamed accounts, qualitative feedback

INGEST BUYER SIGNALS

SIGNALS TO SHAPE THE LIST

- Net-new intent (Vector, Bombora)
- Competitive research activity
- Role changes at ICP accounts

SIGNALS TO TRIGGER PLAYS

- Repeat web visits
- Content interaction
- Community activity (Common Room)
- Event attendance

SCORE + PRIORITIZE

PROACTIVE

- Combine fit + intent to determine who makes the list

RANKED, SHARED TARGET ACCOUNT LIST

- Proactively targeted, but dynamically updated as new signals flow in
- Synced to CRM and ready for activist

Firmographic strategy meets real-time behavior-selecting accounts based on fit + early indicators, then adapting the moment new signals appear.

RESEARCH

Once you've zeroed in on ICP-fit accounts showing traction, the next step is understanding what matters most to each buyer, and how to speak to them.

The research phase bridges strategy and execution. It's where a static list becomes a living opportunity: enriched with insights that fuel context-specific messaging, spot relevant plays, and enable personalization at scale. While research used to be manual, slow, and siloed, AI makes it scalable, real-time, and deeply contextual.

And that matters more than ever: 80% of B2B buyers are more likely to buy from companies that deliver personalized experiences, making tailored outreach not just a nice touch, but a strategic imperative

What powers high-impact research?

- **Private data:** CRM and MAP systems like Salesforce, HubSpot, and Marketo contain valuable (and often overlooked) context, like prior activity, opportunity notes, persona-level engagement, call summaries, and historical performance
- **Public data:** Tools like BuiltWith, Apollo, Hubspot, and Clay can enrich accounts with tech stack, news mentions, hiring trends, funding rounds, and more
- **Pattern recognition:** AI models can compare target accounts to lookalike customers, surfacing the value props and proof points that have historically landed with similar buyers
- **Persona mapping:** From C-level to IC, you can generate tailored insights—pain points, priorities, and messaging angles—aligned to the unique lens each role brings

Together, these inputs create an insight-informed research layer: one that updates continuously, supports faster execution, and improves every campaign that follows.

With the right systems in place, research doesn't just inform a single campaign; it builds a knowledge graph across your ICP and TAM. Each new campaign, click, and call adds to your understanding of how to engage the next account more effectively.

Tofu combines CRM insights, public data, and AI enrichment to generate contextual messaging at scale. For each account and contact, Tofu surfaces pain points, relevant proof points, and suggested plays, so Sales and Marketing can engage faster, smarter, and with more precision.

CHANNEL IDENTIFICATION

Now that you know who your ICP is and what they care about, the question becomes: where do they spend time? The best content in the world won't land if it shows up in the wrong place.

That's why modern ABM doesn't start with copy; it starts with context. It's a deceptively simple step, and one that's often skipped. But channel selection is a strategic decision that should happen before content is created and before campaigns are launched.

Today's AI and intent platforms make it easier to go beyond guesswork. You can analyze behavioral and firmographic signals to match content formats and delivery methods to real-world buyer behavior. In fact, B2B buyers now use an average of 10 interaction channels—double what they did just eight years ago—so building multi-channel awareness before creating content isn't optional; it's essential.

For example:

- Finance leads might prefer email over LinkedIn
- Hands-on users may convert better from product-led landing pages
- Executive buyers might only engage through offline dinners, peer events, or custom reports

These patterns shift with persona, buying stage, and situation. That's why it pays to map multiple preferred channels per audience and per phase, rather than defaulting to one-size-fits-all outreach.

Smart channel selection means:

- Matching the right format to the right buyer (e.g., carousel vs. calculator vs. case study)
- Sequencing channels across the funnel (e.g., paid social and events for awareness, email and outbound for conversion)
- Incorporating both online and offline tactics (e.g., handwritten notes, VIP mailers, small dinners, and IRL workshops)
- Aligning internal capabilities with external opportunity (e.g., if you don't have the muscle for events, don't prioritize them—yet)

Platforms like 6sense, Demandbase, Koala, and Common Room can reveal where your audience is most active (whether that's Slack communities, executive roundtables, or the inbox) and where similar content is already getting traction.

Done well, this step becomes your campaign blueprint. It tells you:

- Where each persona is reachable
- What kind of content belongs where
- How to coordinate sequencing across digital and offline channels

When channel strategy is skipped or generalized, even great content can underperform. But when it's deliberate and data-informed, it becomes the backbone of a scalable, full-funnel motion.

ABM FIELD NOTE (PAYSCALE)

PayScale: Persona-based precision at scale

Compensation data platform PayScale set out to engage multiple buyer personas, each with distinct needs, roles, and behaviors. Rather than defaulting to one-size-fits-all outreach, the team built an omnichannel ABM motion designed to meet each persona where they were most likely to engage.

Sales and marketing collaborated to define high-fit accounts and map key personas. Then, using sales-provided intel and signal-based tools, marketing activated a multi-channel campaign across paid media and email, delivering tailored content matched to role, use case, and stage. By identifying the right channels upfront and aligning strategy across teams, PayScale turned channel identification into a growth lever, not an afterthought.

What stood out:

- Strategic segmentation by persona, job title, company size, and location
- Coordinated outreach across LinkedIn ads, content syndication, and email
- Sales-fed insights (like buying committee titles) shaped both targeting and messaging
- A focus on surfacing high-converting content tied to use cases for each segment

The impact:

- 500% increase in web traffic from target accounts
- 45% decrease in sales cycle length for engaged accounts
- 6x ROI from the ABM campaign

CONTENT GENERATION

Once you've identified the right accounts, researched their context, and mapped the right channels, it's time to build what your ICP will actually see. This is where the rubber meets the road, and where traditional ABM often hit its limit: even the best research doesn't scale if every asset has to be written from scratch.

Modern content generation turns insight into assets, fast. You already know who your buyers are, what they care about, and where they're paying attention. AI helps you convert that intelligence into high-quality, on-brand, channel-specific content at scale.

And the benefits go well beyond speed. Half of B2B marketers using generative AI report fewer tedious tasks. 45% see more efficient workflows, 42% see better content optimization, and 38% report improved creativity. That means more capacity, more consistency, and more time for strategic thinking.

This isn't about flooding the calendar or automating mediocrity. It's about speed, precision, and contextual relevance.

Think:

- A CFO gets a one-pager with ROI benchmarks and funding-stage comparisons
- A Head of Ops sees a LinkedIn carousel on implementation timelines
- A Product Manager lands on a page that mirrors their tech stack and priorities

Each touchpoint is tuned to the right format, channel, and message. And because your inputs are structured (target list, persona, behavior, preferred channels) AI can produce these variations with surprising precision. From transcript to campaign in a single work session, you can spin up:

- A three-part email sequence
- A 1:1 landing page with unique messaging, images, and assets
- A blog post or executive summary
- A custom sales deck tailored to the opportunity
- A follow-up series by persona and funnel stage
- On-brand image ads and copy based on your campaign brief

This is true content velocity: more plays, more surfaces covered, and more contextualized experiences, without overloading your team.

Tofu turns research into ready-to-launch campaigns. From a single product demo, it can generate:

- Persona-specific emails
- A use-case landing page
- A slide deck for Sales
- A LinkedIn post that speaks directly to your ICP

All of it mapped to your templates, styled to your brand, and routed through your existing workflows—so you stay in control, but move at machine speed.

ABM FIELD NOTE (UNANET)

Unanet: From 30 generic pages to 200+ personalized landing pages in one quarter

With just four people on the ABM team, Unanet faced a familiar challenge: creating 1:1 personalized content at scale felt impossible. Their legacy process was manual and broad, focused on generic industry pages that rarely addressed individual buyer pain points.

That changed when they brought in Tofu.

In just one quarter, Unanet created over 200 personalized landing pages (up from roughly 30 in previous quarters). Each page is tailored to the account's industry, product needs, and pain points, with engagement tracked across the buying committee. "Now we can make them super custom," says Director of ABM Eric Koch. "And what's great is when Sales sends that page to the buying group, we can track engagement and see who's interacting."

Even more impactful? Ten closed-won deals in Q1 were directly tied to assets created using Tofu.

What stood out:

- Landing pages tailored by product line, vertical, and pain point
- Full integration with HubSpot and Salesforce
- AI-generated account research, insights, and value props used by Sales
- Embedded in CRM workflows as a go-to Sales enablement tool

The impact:

- 200+ personalized landing pages created in a single quarter
- 10 closed-won deals attributed directly to Tofu-powered assets
- Sales reps now request Tofu insights before discovery calls
- Marketing-to-Sales handoff strengthened with tracked engagement and contextual content

ABM FIELD NOTE (WUNDERKIND)

Wunderkind: Precision meets scale in a 500-account ABM rollout

Wunderkind's marketing team knew that personalized content drove better results. But tailoring assets across sub-verticals and buyer roles took up to 48 hours per account, making true scale out of reach.

With Tofu, that time dropped to just 10 minutes for 20 accounts, without sacrificing quality or relevance. Integrated with Marketo and guided by real-time insights, the team built entire campaigns around seniority, vertical, and account-specific signals.

"I think the biggest thing is saving on time and resources while implementing our ABM strategy at scale," said Helena Parsonage, Director of ABX and Growth Marketing at the company. "I can't imagine where we would be if we were trying to personalize all of our emails for 500 accounts. We just wouldn't be able to do it."

Now, Wunderkind delivers high-performing campaigns that feel personal, but at the speed of automation.

What stood out:

- Persona- and vertical-specific email sequences generated in minutes
- 1:1 landing pages aligned to each account's tech stack and goals
- Personalized subject lines and body copy lifted engagement
- End-to-end integration with existing campaign workflows

The impact:

- 133% increase in engagement on personalized emails
- 42% open rate on emails with personalized subject lines
- Campaigns launched 5x faster, without more headcount
- Touchpoints scaled across 500 accounts with full 1:Few and 1:1 coverage

ORCHESTRATION

Once your content is ready and your channels are mapped, it's time to go live. This is where many ABM programs lose momentum, because orchestration isn't just about launching assets. It's about sequencing the right content, in the right place, at the right time, for the right person.

That means real-time, cross-channel coordination. Campaigns should adapt to how ICP buyers engage, automatically routing assets, alerting Sales, and shifting strategy mid-stream as new signals come in.

In traditional ABM, this process was slow and siloed. Creative teams would wait for approvals, Sales would launch sequences manually, and campaigns would limp out the door long after the signal had passed. But AI changes the game.

Modern orchestration includes:

- Channel-aware content delivery: Route assets to the right destination (email, ads, direct mail, LinkedIn, landing pages) based on persona, funnel stage, and behavior
- Trigger-based execution: Launch a play instantly when an ICP buyer engages (e.g., a pricing page revisit, a webinar registration, or a spike in account activity)
- Sales enablement sync: Notify reps in Slack or CRM when it's time to act, and deliver talk tracks, slides, or decks tailored to that moment
- Touchpoint sequencing: Coordinate emails, ads, gifting, and outbound so they build on each other, rather than overlap or compete for attention

Platforms that support this orchestration layer include:

- Online orchestration: 6sense, Demandbase, Tofu, LinkedIn
- Offline orchestration: Sendoso (direct mail & gifting), Onescreen.ai (OOH placements)

All of this can be triggered by CRM data, MAP activity, or real-time behavior. The result: coordinated campaigns that move as fast as your buyers.

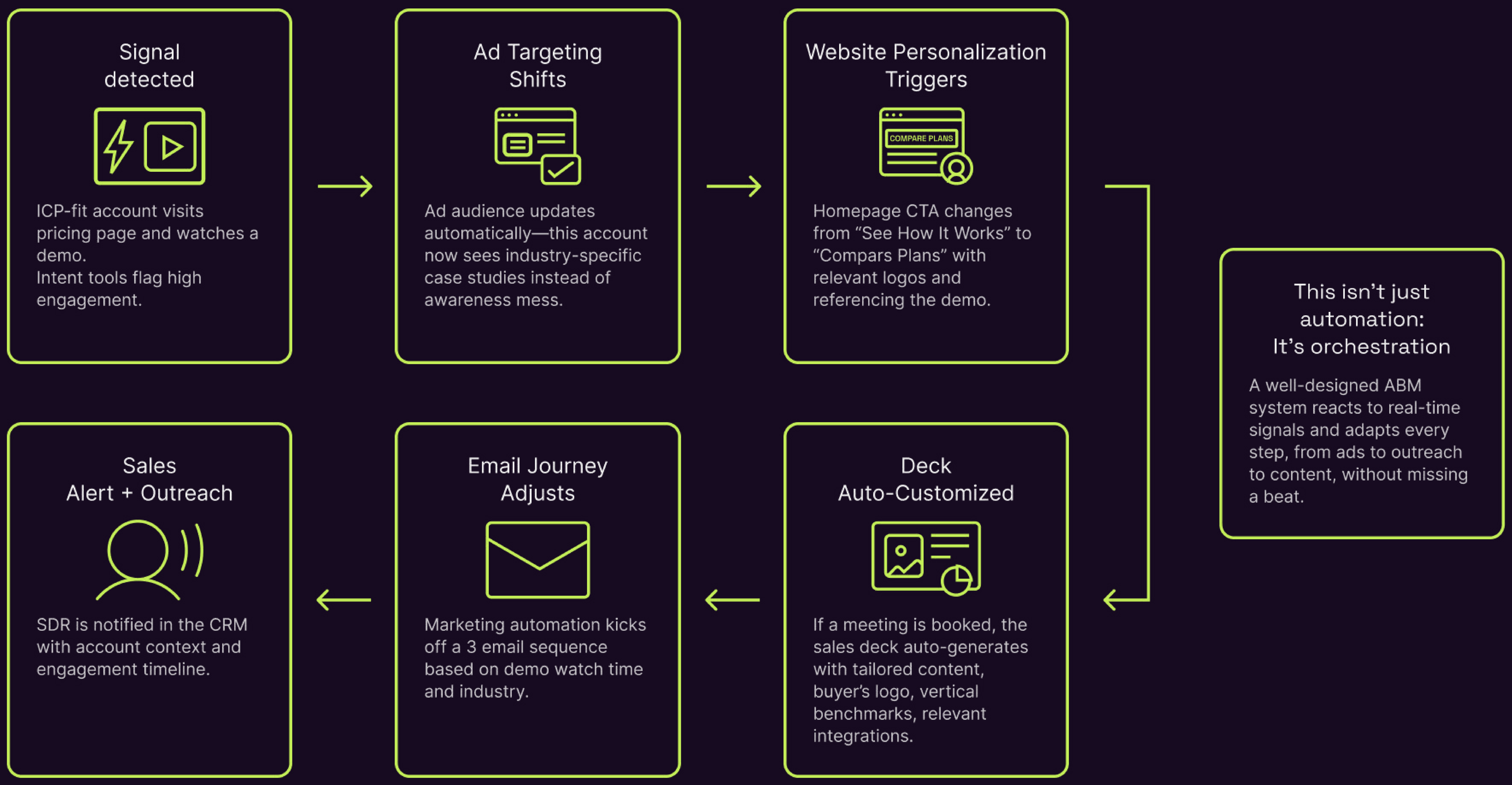
Don't underestimate the power of direct mail.

When coordinated with digital campaigns, direct mail boosts effectiveness: 68% of marketing execs say it improves results during the consideration stage. And it delivers where it counts: with an average ROI of 30%, it outperforms paid ads and email thanks to the attention-grabbing nature of physical mail.

Instead of static drip campaigns or one-size-fits all sequences, you get responsive workflows:

- Triggering a CRM alert when an ICP decision-maker replays your webinar
- Updating website CTAs dynamically, e.g., "Watch Demo" for first-time ICP visitors, "Compare Plans" for high-intent leads
- Launching a three-touch nurture sequence based on webinar engagement
- Prompting an SDR to send a personalized message when pipeline intent spikes
- Refreshing ad audiences automatically as accounts move from awareness to consideration, switching out broad messaging for tailored proof points
- Adjusting email subject lines and CTAs in real-time based on role or vertical, delivering relevance from the first touch
- Auto-generating sales decks with industry-specific logos, use cases, and ROI metric

From Signal to Sequence: How Smart ABM Adapts in Real Time:



Tofu powers modular, real-time orchestration across your GTM stack. After a webinar, it can trigger a three-touch sequence tailored to ICP attendee behavior—session length, viewer role, and follow-up clicks. Sales teams see the latest engagement data directly in the CRM, while website CTAs shift based on intent signals and outbound cadences are automatically adjusted.

Tofu adapts format, too: sending short summaries to execs, in-depth follow-ups to evaluators, or visual explainers to champions. Every interaction is calibrated for the person, the moment, and the goal.

ABM FIELD NOTE (LIVERAMP)

LiveRamp: A masterclass in orchestrated ABM

When identity resolution provider LiveRamp set out to break into high-value enterprise accounts, they launched a meticulously orchestrated ABM campaign that blended digital precision with human touch, and delivered standout results.

By aligning teams around a shared target list and layering in real-time insights, multi-threaded engagement, and personalized outreach, the team converted 33% of cold accounts to booked meetings in just four weeks.

What stood out:

- A narrow, high-fit target list focused on 15 strategic accounts
- Tightly coordinated plays across display ads, SDR outreach, marketing emails, direct mail, and in-person events
- Messaging that evolved with account engagement, including re-engagement of dormant opportunities
- Seamless collaboration between sales and marketing teams, enabled by shared systems and smart workflows

The impact:

- 33% conversion from cold outreach to meetings, many with Fortune 500 companies
- 2× increase in activity from dormant accounts
- 10× YoY revenue growth from ABM accounts
- 25× increase in customer LTV over two years

OPTIMIZATION & FEEDBACK LOOPS

The smartest ABM systems don't just run plays; they learn from them.

Modern campaigns generate an overwhelming amount of performance data. But without structure, most of it goes unused. The goal isn't to track more data; it's to route the right insights back into your system to improve everything that follows: whom you target, what you say, and where you show up.

That's the role of the feedback loop. It transforms performance into progress.

When built intentionally, optimization closes the loop across your entire ABM engine. It helps you:

- Pinpoint which content accelerates deals (and which just takes up space)
- Identify which personas engage, and how their preferences differ
- Surface high-intent accounts that Sales hasn't touched yet
- Flag plays that underperform by segment, funnel stage, or channel
- Refine outreach sequences and formats based on real outcomes

And when AI is involved, you don't have to wait until next quarter to adjust. The system evolves in real time: reshuffling touchpoints, rotating in better assets, and recalibrating cadence before opportunities go cold.

What this looks like in practice:

A nurture sequence underperforms with large enterprise data leaders → subject lines and CTAs are auto-optimized based on persona-level patterns
Finance personas open emails but don't convert → the asset order is revised to front-load ROI content
Dormant accounts re-engage with security content → they're routed into a mid-funnel compliance play, skipping awareness

Every signal sharpens your understanding of how to engage your ICP more effectively. And so the last step of one campaign becomes the first step of the next.

Tofu continuously monitors performance across your ABM system, surfacing patterns like:

- “ROI emails convert 3.1x better for CFOs in healthcare”
- “Ad sequences underperform for IT leaders in the enterprise segment: rotate in security proof points”
- “Accounts with 3+ mid-funnel engagements convert fastest when Sales follows up within 48 hours”

When a sequence underdelivers or a segment starts to spike, Tofu doesn’t just flag it; it also offers specific next steps. Over time, the system learns what works, helping you optimize not just the next play, but the next list.

AI-enabled ABM isn’t a straight line; it’s a flywheel. Feed it well, and it never stops improving.

5 ABM REFRAMES FOR THE AI ERA

(From static strategy to dynamic systems)

Old ABM mindset	Modern ABM with AI
1:1 ABM = slow and expensive Only top accounts got bespoke content	**1:1 ABM scales like 1:Many** Hundreds of accounts can get contextual assets in minutes
Account = unit of personalization Campaigns were account-focused	**Persona = unit of contextualization** AI tailors messaging by role, seniority, or live behavior within accounts
Sales picks the target list Lists were built from static firmographics or rep intuition	**Signals drive account prioritization** Dynamic signals (intent, behavior, ICP match) help select and trigger plays
ABM = ads + landing pages Limited to a few outbound tactics	**ABM = full-funnel, multi-channel orchestration** Email, outbound, paid, organic, events—even offline channels are in play
Success = content shipped Progress was measured in assets delivered	**Success = pipeline generated** Focus shifts to engagement, progression, and revenue impact

VOICES FROM THE FIELD: 6 LEADERS REDEFINING ABM

While the ABM playbook is being rewritten, the principles still hold: focus, precision, alignment, and impact. What's changing is how we get there... and what it takes to scale.

We asked six operators across marketing, revenue, and strategy to share how they're thinking about ABM today. Their perspectives are honest, tactical, and sometimes contrarian. Together, they offer a clearer picture of what modern ABM looks like in practice: from signal orchestration to buying group awareness to AI-powered personalization at scale.

CORRINA OWENS: RETHINKING ABM AS GO-TO-MARKET INFRASTRUCTURE

"To me, ABM isn't a campaign; it's a go-to-market operating model. It starts with cross-functional planning: mapping revenue targets, territories, and board priorities so Marketing can lead account selection with the right context, and Sales can refine with on-the-ground insight. Marketing's role is to steward account data: not just what lives in the CRM, but real buying behavior and pipeline performance. We bring a defensible, data-backed list and tell the story of why those accounts matter. Sales shapes it: not by handing us a wishlist, but by adding signal we can't see.

When I build an ABM program, I start with just one or two in-market triggers tied to quality pipeline or faster closes. Maybe it's a champion emerging, or an account hitting a deal stage. Then I activate through a focused mix: LinkedIn ads and direct mail, or pairing paid with a coordinated call blitz. The critical piece is clearly defined goals and roles across teams. I always recommend a service level agreement. It might sound formal, but it creates accountability and reveals where things break down, whether in follow-up or messaging.

AI has changed how we operate. It gives us visibility into patterns that once required a data science team. Now, we can make informed decisions about who to target, what to say, and when. But the tools don't define the strategy. You still need structure. Chase scale without it, and you risk losing clarity, not gaining efficiency.

In the past, we could only go deep on a handful of accounts. Today, we can go deep and wide... but only if we focus. Saying "we're targeting healthcare companies with 500+ employees" isn't ABM; that's segmentation. ABM means knowing what someone needs, in real time, and delivering the right message in the right channel. That precision is finally possible, but it still demands orchestration."

Corrina Owens, Fractional ABM @ Orum

KEVIN WHITE: FROM NOISY SIGNALS TO MEANINGFUL MOTION

"I take a broad view of ABM: if you're targeting a specific set of accounts and tailoring engagement based on what you know about them, you're doing it. But most teams are stuck in the old loop: Sales hands Marketing a list, Marketing runs ads, and any response is treated as intent. It's circular. We generate the signal, interpret it as signal, and call it success.

At Common Room, we flip that process. We start with raw signals (a pricing page view, a docs visit, a job change, etc.) and unify them at the person level. Then we enrich to confirm ICP fit and roll that up to the account. That's when we can trigger plays that actually make sense.

This unlocks what I call "signal stacks": layered indicators that show concentrated engagement. One signal is noise. But stack three or four of them—a product manager visits your docs, someone follows you on social, and another attends an event—and now you've got real fidelity. Reps know who's active, what they care about, and how to respond. That's the foundation for real ABM motion.

The mistake I see over and over? Trying to run every play across every channel. I always say: start narrow. Pick one trigger, one channel, one surface. Maybe it's traffic to your docs page. That's where you find patterns that scale.

AI helps surface patterns that a person, or even a data team, might miss. But structure still matters. Too often, ops teams get excited to build, and Sales gets overwhelmed. Without clear swim lanes and curated plays, signal becomes noise again.

We also see teams relying too heavily on third-party intent with no context. Someone reads about "digital transformation" on TechTarget, and suddenly Sales gets pinged. But they don't know who engaged or what to say. We focus on signals Marketing can observe and Sales can act on: not scores, but breadcrumbs that support real follow-up."

Kevin White, Head of GTM Strategy @ Common Room

MICHAEL PANNONE: ABM THRIVES (OR DIES) ON ORCHESTRATION

"ABM either dies or thrives on Sales-Marketing alignment; there's no in-between. I've worked in organizations with laser precision between Sales and Marketing on ABM, and others where there was significant room for improvement. It's the difference between momentum and missed opportunity.

When Marketing runs plays on specific accounts or contacts and Sales isn't doing complementary outreach, the whole thing falls short... or worse, feels disjointed. That's why week-by-week account planning is critical. We sync on messaging, tactics, buying committee contacts, and funnel progression. That's what makes ABM actually work.

Over the last few years, the biggest shift I've seen is in the data. We used to think of intent as a single signal. Now, the best teams choreograph third-, second-, and first-party signals to build a full picture: Where is the account in their journey? What do they know? What do we want them to know next? Have we engaged the full buying committee? Are they researching competitors?

But gathering the data is just step one. The hard part is picking the right signals, building the right triggers, and activating the right campaigns at the right time. That's where AI is already playing a huge role. It helps automate, prioritize, and take action on those signals: finding the right contacts, mapping messages, even writing persona-based emails. I still believe in human review, but 95% of the work can now be done with AI. That's a massive leap for scale, speed, and personalization.

The biggest mistake I see? Thinking Sales and Marketing can run ABM in parallel workstreams. It only works when you build together, in real time.

And one more thing: ABM shouldn't stop at closed-won. Your best customers deserve the same experience to drive renewals and expansion."

Michael Pannone, Director of Global Demand Generation @ G2

KERRY CUNNINGHAM: WHY MOST ABM FAILS (AND HOW TO FIX IT)

"In our research at 6sense, few marketers view ABM as critical to hitting revenue goals this year. But that's not because ABM doesn't work; it's because most teams haven't implemented it well (or at all). Of the companies that say they do ABM, maybe 10-15% have actually operationalized it in a meaningful way.

Making ABM work requires a few core shifts:

- **Align around real revenue potential.** Sales, Marketing, and Customer Success need a shared view: not just a target account list, but a deeper understanding of account timing, opportunity type, and who's most likely to buy.
- **Recognize the buying group.** Most B2B purchases involve 10+ people. Yet organizations still suffer from what we called "second lead syndrome" at Forrester: treating every new lead from the same account as a duplicate. In reality, those additional leads are some of your most valuable signals.
- **Acknowledge the truth about buying journeys.** Most accounts are not in-market, and even those that are often don't end up buying. That's not a "funnel problem"; it's a reality problem. Marketing can't manufacture demand out of thin air. But we can compete when the journey starts if we're relevant, visible, and aligned with how people want to buy.

Too often, ABM programs break because they're still measured like lead gen. The presence of multiple leads from one account hurts conversion in outdated models. The biggest obstacle here? Boards and execs who grew up in a lead-based world and haven't let go.

To fix that, we need to retool around the opportunity (not the lead, and not even the account). At SiriusDecisions, we called this the "demand unit": knowing which product, which team, and which signals matter, and running predictive models for each. That requires marketers to stop tossing vague alerts like "someone's on our site" over the wall and start providing Sales with context that's actually useful.

That's where GenAI is a game-changer. It lets us generate tailored content: not just for primary personas, but for blocker roles like Finance and Procurement, who often derail deals. These folks have evaluated vendors just as often as the end user, but we've never had the resources to speak directly to them. Now we do.

You can spin up content in their language, address their concerns, and surface it where it matters. Better yet, you can deliver that content when 6sense shows an account is heating up, so you're not waiting for someone to raise their hand.

The future of ABM lies in buying group awareness, journey-stage relevance, and measurement that matches how B2B actually works. The tools are here. The hard part is unlearning everything we've been taught to measure."

Kerry Cunningham, Head of Research & Thought Leadership @ 6sense

GUY YALIF: ABM THAT CONNECTS: EMOTIONAL INTELLIGENCE AT SCALE

"ABM has always been about focus: choosing the right accounts and going deep. What's changed is how we're now able to execute that focus. With AI, we can personalize not just by account, but by segment, by buying group, and even by individual. Tools like Tofu and Intellimize let us deliver the right message, at the right time, to the right person... at scale. That level of precision just wasn't possible a few years ago.

The next big unlock is content: can AI help us generate brand-safe, highly relevant assets on demand? We're close. These tools are helping us listen to more signals and adapt in real time, automating relevance in a way that still feels human.

And that matters. Because B2B marketing has historically been... kind of boring. But when we tell emotionally evocative stories—something more common in consumer marketing—we stand out. Emotional connection drives action. If we can bring that level of resonance into account-based experiences, we elevate the impact of every interaction.

To get there, we need to rethink how we use data. In B2C, lookalike modeling is standard. In B2B, we still rely too heavily on firmographics. But richer signals are everywhere: hiring patterns, job changes, tool adoption, even public sentiment. These cues tell us who's truly in market and ready to engage. The opportunity now is not just identifying those signals, but using them to shape content that meets buyers exactly where they are.

We're still a step away from real-time, signal-based orchestration across roles and channels. But the building blocks are in place, and I believe we'll get there soon."

Guy Yalif, Chief Evangelist @ Webflow

LATANÉ CONANT: ABM WITH A "SAY-DO" RATIO

ABM has always been just good marketing. It starts with clarity on your ICP and ends with driving revenue. But the way we get from A to B has changed dramatically. We used to slap together some B2C ad tech, upload a target account list, and hope for the best. That doesn't cut it anymore (and honestly, it never really did).

Today's B2B buying journey is complex and collaborative. It's not one person downloading an ebook; it's a dozen people navigating a high-stakes decision over 11+ months. If you're not tracking behavior across the buying group, you're flying blind. ABM is about orchestrating connected, personalized experiences for that group across digital, human, and hybrid touchpoints. It's not a layer you add on top of your go-to-market motion. It is the motion.

To pull this off, Sales and Marketing alignment is everything. I like to say: account plans are the heartbeat of ABM. That means shared revenue goals, shared timing, shared next-best actions. Are we running a 5K or a marathon? Because if Marketing's pacing for a sprint and Sales is stuck in a different race, no one's crossing the finish line.

AI is what makes this level of orchestration finally scalable. We used to rely on manual plays and lucky timing. Now, we can use AI to capture signals across channels and respond in real time. At 6sense, we use Email AI Agents that follow up immediately when someone engages, and Intelligent Workflows that trigger coordinated actions across the entire revenue team. This is how we operationalize personalization at the buying group level, not just the individual contact.

But AI isn't a shortcut unless your foundation is right. I see a lot of teams say the right things ("buying groups," "personalization," "revenue impact"), but their say-do ratio is off. They're still tracking MQLs and wondering why the pipeline's not moving. ABM done right means starting from a revenue-first mindset and building every motion around your best-fit accounts. If you skip that, no tech will save you.

What excites me most is how buyer expectations are shifting. They don't want to click around your site hunting for answers. They want smart, anticipatory, zero-click experiences: the kind that influence AI models as much as they influence humans. That's the future we're building toward: omnichannel, anticipatory, and radically buyer-centric. It's a challenging time, but an amazing one to be in marketing.

Latané Conant, Chief Revenue Officer @ 6sense

6 PLAYS FOR MODERN ABM TEAMS

You've seen how AI transforms the building blocks of ABM. Now it's time to put it into practice.

The six plays that follow show what it looks like when those capabilities come together in the field. Each one is designed to meet the moment: to act on real signals, respond with relevance, and move the right message through the right channel, fast.

These plays are modular. Triggered by signals or strategy. Easy to launch. Built for Sales-Marketing coordination. Tuned for scale.

This is modern ABM in action. Let's dive in.

PLAY #1:
COMPETITIVE DISPLACEMENT CAMPAIGN

Proactive | Top-to-mid funnel | Sales + Marketing orchestration

You know who your competitors are; and with the right tools, you can uncover who their customers are, too. This play uses that intel to go on offense.

A competitive displacement campaign targets accounts that are using a known competitor and launches a coordinated push to reframe the status quo. It's not a reactive play; it's a calculated effort to position your ICP's current solution as outdated, risky, or limiting. The goal: pull high-fit accounts out of someone else's funnel and into yours.

Rather than waiting for behavioral signals, this play begins with hard data: product-tracking tools, review site footprints, or technographic platforms that reveal which accounts are already committed to a competitor. From there, Sales and Marketing partner on a tightly sequenced campaign that highlights your differentiators and positions switching as a smart, low-friction move.

(From static strategy to dynamic systems)

Tactic	Description
Target list creation	Use platforms like 6sense, G2, or BuiltWith to surface 25–50 accounts that are engaged with competitors. Refine with Sales input. Tools like Tofu can enrich these signals with firmographic and funnel data, and help prioritize which accounts to activate first.
Persona-specific comparison pages	Build landing pages that highlight your edge by role—pricing for Finance, integrations for Ops, usability for IT, and so on. Use AI to generate copy variants aligned to each persona's priorities.
"Switch Stories" case study	Spotlight fast wins from peers who switched and never looked back. AI can surface the most persuasive quotes and metrics based on the prospect's profile
Email + ad blitz	Launch side-by-side email sequences comparing features, results, or time-to-value. Reinforce messaging with retargeting ads seeded with social proof. Use AI to generate channel-specific variants and optimize sequencing.
Sales enablement kit	Equip SDRs and AEs with objection-handling scripts, competitive battle cards, and persona-specific CTAs. AI tools can predict likely objections and suggest winning CTAs based on historical deal data.

WHY IT WORKS:

This play lands because it's personal, precise, and proactive. You're not selling in a vacuum; you're replacing something that isn't working as well as it could (your messaging may even meet buyers in a moment of friction or frustration). That's a powerful message—especially when backed by proof from similar buyers.

With AI powering segmentation and personalization, and tools like Tofu orchestrating execution, it becomes a repeatable strategy for converting competitor usage into pipeline.

And because this campaign is pre-triggered rather than reliant on wait-and-see behavior, you can run it quarterly, by segment, or whenever fresh competitor intel emerges.

COMPETITIVE TAKEDOWN JOURNEY

Target account selection
Competitor in use + ICP match

Landing Page
How [peer] is succeeding with (your product)

Email 1
How [peer] saved 20% switching from (competitor)

Ad retargeting
Social proof & testimonial carousel

AE outreach
Custom deck + battle card talking points

PLAY #2:
CUSTOMER LOOKALIKE CAMPAIGN

Proactive | Top funnel | Marketing-led, Sales-activated

You already know what success looks like. This play helps you find more of it.

Customer lookalike campaigns start with your top-performing accounts. Using firmographic, technographic, and behavioral data, you build a "mirror list" of accounts that resemble your best customers in all the ways that matter. Then you send that list real-world examples of outcomes you've already delivered.

The pitch isn't "here's what we do"; it's "here's what companies like yours have already done." That makes it proof-driven, persona-relevant, and high-trust from the start.

It's also efficient. Companies using lookalike modeling have seen up to a 60% decrease in cost per acquisition thanks to tighter targeting and warmer prospects. AI helps at every stage: surfacing patterns across historical wins, pinpointing the strongest matches, and shaping stories that feel specific to each audience. It's how you scale what's worked, without turning it into a template.

What it looks like in action

Tactic	Description
Lookalike list creation	Use AI-driven tools like Clearbit, Clay, or Reveal to analyze your top customers by segment, size, stack, and use case. AI can help surface unexpected overlaps—such as shared lifecycle patterns or buying behaviors.
Persona-specific landing pages	Create pages tailored to Finance, Ops, or Product personas—mirroring their pain points and goals. AI can generate variants using customer insights and common success themes per role.
"What success looks like" content	Package role-specific benchmarks, timelines, and results into one-pagers or carousels (e.g., "What Series B SaaS companies achieve in Month 1"). AI can auto-generate visual benchmarks using aggregated win data.
Targeted social and display ads	Run LinkedIn and programmatic display ads via platforms like Metadata.io that highlight FOMO triggers: exclusive features unlocked, time-to-value wins, or competitive advantages peers are already realizing.
Retargeting with benchmarks or calculators	Follow site visitors with assets like ROI benchmarks, interactive quizzes, or light calculators that visualize success using your solution. AI tools can generate variants based on vertical or role.
AE outreach + call scripts	Equip reps with intros like "We just helped [peer] do X in 30 days," paired with relevant case studies or offers. AI can provide persona-tailored scripts and recommend outreach timing based on engagement data.

WHY IT WORKS:

Buyers trust proof over pitch, and nothing is more convincing than seeing their peers succeed. This play makes that proof feel personal, timely, and actionable.

With AI, you can go beyond basic firmographic matching and unlock behavioral patterns that improve targeting. You can also personalize faster: AI pulls the right story for the right persona and generates content that reflects each segment's needs and language.

The result? You meet buyers where they are, with stories they recognize, value that resonates with them, and outcomes they can picture themselves achieving. It's one way to turn past wins into your next wave of pipeline.

PLAY #3:
TIER 1 OMNICHANNEL BLITZ CAMPAIGN

Proactive | Top-to-mid funnel | Brand + relationship play

Some accounts are too valuable to wait for engagement signals. This play is for them.

A Tier 1 omnichannel blitz is a high-touch, high-investment campaign designed to warm the room at your most valuable accounts, regardless of their current intent. These accounts aren't surfaced by algorithms; they're hand-picked by Sales based on strategic importance. And the goal isn't just pipeline; it's presence. You're building momentum, trust, and early relationship capital.

Once Sales sets the list, Marketing surrounds those accounts with high-impact, personalized moments across digital and physical channels. Think custom ROI calculators, curated microsites, peer-led messages, and "velvet rope" experiences—each one designed to make the account feel like your only priority.

AI works behind the scenes to tailor content by persona and industry, generate personalized copy at speed, and power dynamic experiences without bloated production timelines.

What it looks like in action

Tactic	Description
Sales-selected account list	Sales identifies 10–20 high-priority accounts. AI tools can enrich the list with insights about tech stack, revenue signals, or recent org changes, but final selection is human and strategic.
Hyper-personalized direct mail	Send a premium mailer (e.g., a custom ROI calculator or data visualization) tailored to their industry, tech stack, or stage. Tofu uses account-level data to auto-populate personalized messaging and visuals. Tools like Sendoso or Reachdesk can handle fulfillment.
Peer-led video cameo	Deliver a short, title-matched video from a customer or exec peer: "Here's what worked for us." Use AI tools like Synthesia to script and personalize intros by name or role.
Named microsite experience	Create a microsite addressed to the company and curated by persona. Include success stories, interactive demos, and a welcome video that sets the tone. AI supports content matching by industry and pain point.
Priority access offer	Extend exclusive invites: roadmap previews, exec roundtables, pilot access, or white-glove onboarding. Use AI to identify the right tier and timing for each offer.

WHY IT WORKS:

This play lands because it flips the script: instead of waiting for intent, you generate it—by showing up with relevance, creativity, and care.

When Sales names the accounts and Marketing surrounds them with personalized touchpoints, the message is unmistakable: we see you, and we're invested. That level of intentionality is hard to ignore.

AI scales the craft, enabling you to deliver multi-threaded, high-quality engagement without overloading your team.

As a result, strategic doors open. Brand affinity grows. And what begins as a campaign starts to feel like a relationship already in motion

PLAY #4:
COMPETITIVE INTENT INTERCEPT

Reactive | Top-to-mid funnel | Signal-aware + fast-moving

Sometimes, your next best deal is already deep in someone else's funnel. This play is your chance to reroute it.

A competitive intent intercept campaign is triggered when a target account starts showing interest in a known competitor—on review sites like G2, through keyword spikes, or via social activity. The goal? Get in early, flip the narrative, and shift their frame of reference before they take the next call.

Unlike traditional nurture, this play isn't about volume; it's about precision. And timing is everything: competitive intent signals peak about 80% of the way through the buying cycle, making these moments ripe for interception with a direct counter-narrative.

So speed and specificity are everything here. The faster you respond, and the more tightly your content maps to buyer needs, the more likely you are to reroute the deal.

What it looks like in action

Tactic	Description
Intent signal detection	Use tools like 6sense, Demandbase, G2, or Bombora to detect competitor keyword spikes, tech stack changes, or comparison content views. Tofu can help map each signal to the appropriate play based on account fit.
Persona-specific counter pages	Build side-by-side landing pages that speak directly to common concerns: cost comparisons for Finance, workflow advantages for Ops, or integration depth for IT. Use Tofu or AI copy tools to generate competitor- and role-specific variants quickly.
Real-time comparison ads	Launch LinkedIn or programmatic display ads that visually walk through key differences—feature by feature, benefit by benefit—based on the competitor being evaluated. Tools like Metadata.io or Mutiny can support targeting and delivery.
Rapid-response battlecard	Within 24 hours of the signal, send a punchy comparison one-pager (PDF or carousel) through an AE or SDR. Tofu can auto-populate key messaging based on the competitor, persona, and recent deal insights.
Rep outreach + triggered sequences	Arm reps with language that acknowledges the eval and frames the choice: "If you're exploring [competitor], here's what customers like you typically discover..." Time is leverage: trigger fast, relevant follow-ups before your competitor gets the next meeting.

WHY IT WORKS:

This play works because it inserts your voice at a critical moment—when buyers are forming their shortlist—and positions you as the obvious choice.

White intent data gives you a window, AI and coordination turn that moment into a strategic advantage.

Tofu helps you move quickly from raw signal to targeted response: the right asset, the right message, the right rep. Ultimately, this play doesn't just create interest; it halts momentum in a competitor's funnel and redirects it toward your own.

PLAY #5:
SIGNAL-QUALIFIED WEB VISITORS

Reactive | Top funnel | Data-driven personalization

When an ICP-fit visitor lands on a high-intent page like pricing or product info, that's a digital breadcrumb worth following. A signal-qualified visitor play turns that passive interest into proactive engagement (no form-fills required).

With de-anonymization tools like Clearbit or Warmly, you can identify those accounts and trigger a personalized response within hours, essentially treating your website as a live demo kiosk.

This is becoming table stakes: as early as 2022, Gartner reported more than 70% of B2B marketers were using third-party intent data to target buyers, underscoring how critical signal-guided outreach had already become. But Gartner also noted that usage alone wouldn't be enough; success would depend on how effectively marketers put that data to work. That's where AI now plays a defining role: identifying patterns, prioritizing signals, and activating personalized responses faster and more intelligently than human teams alone ever could.

What it looks like in action

Tactic	Description
Visitor de-anonymization	Use tools like Clearbit, Warmly, or 6sense to detect ICP-fit visitors on high-intent pages (e.g., pricing, demo, vertical content). Tofu can help match site activity to CRM records and trigger the appropriate play.
Personalized ad sequence	Launch LinkedIn or display ads personalized by industry, persona, and content viewed. Highlight relevant case studies or use cases to build trust and recall.
Curated content email	Drop the visitor into a one-touch nurture featuring hand-picked content based on their behavior—e.g., "Since you viewed [page], here's a quick breakdown of what others like you found helpful."
Slack alert to Sales	Fire a real-time alert to SDRs or AEs: "Company X just hit the pricing page (again)." Include context and a suggested CTA. Tofu and Slack trigger the alert; Gong adds insights from past calls to inform the follow-up.
Dynamic nurture track	Enroll the account in a short nurture sequence tailored by vertical, stage, and role, powered by platforms like Tofu, HubSpot, or Marketo.

WHY IT WORKS:

This play turns anonymous curiosity into opportunity. When a high-fit visitor explores your site, they're opening a door. Your job is to walk through it quickly and thoughtfully.

AI bridges the gap between curiosity and conversion. It matches real-time behavior to CRM data, selects content that fits the moment, and lines up the right channel to deliver it. No guesswork, no delay.

This kind of precision creates a sense of serendipity for your ICP—as though the solution showed up just when they needed it. But of course it's not luck. It's a system built to listen, respond, and guide interest into intent.

PLAY #6:
CUSTOMER EXPANSION CAMPAIGN

Reactive | Top funnel | Data-driven personalization

New pipeline is great, but net dollar retention is better. Retaining a customer costs 5x less than acquiring one, so expanding inside existing accounts delivers major upside. In fact, a 5% increase in retention can boost profits by more than 25%, making this play not just smart, but massively valuable.

This play focuses on the revenue already within reach: customers who are ready for more. Whether it's a natural cross-sell into an adjacent product or an upsell to a premium tier, expansion campaigns help you unlock growth inside the logos you've already won.

It starts by identifying accounts that meet a specific eligibility profile, whether based on product usage, lifecycle stage, or success milestones. From there, CS and Marketing coordinate a tailored campaign that positions the next best step, not just the next product.

Think of it as ABM for your existing customers: focused, timely, and deeply personalized based on what they've already achieved (and what they stand to gain).

AI tools can help flag upsell signals like usage patterns, support tickets, or firmographic shifts and generate role-specific messaging that speaks to each stakeholder's priorities. Platforms like Tofu ensure that content, timing, and outreach stay aligned across CS, Marketing, and Sales, so the entire team is working from the same playbook.

Tactic	Description
Eligible account identification	Use product analytics or customer success platforms (e.g., Gainsight, Catalyst, Vitally) to surface accounts hitting milestones that suggest they're ready for more. AI can detect usage spikes, expansion signals, or lifecycle patterns that predict readiness.
Feature-specific campaign	Launch a short-form campaign (ads, emails, landing page) tied to an underused feature or a new product. Frame it in terms of their goals, not yours.
Adjacent use case stories	Share examples from peers who successfully expanded: "After adopting X, they rolled out Y and cut time-to-value by 40%." AI can match stories to ICP traits.
AE / CSM outreach	Equip reps with account-specific decks, talk tracks, and CTAs. Tofu can auto-generate tailored assets using product usage and CRM context.
Milestone-triggered education track	Enroll eligible customers in a light-touch email series when they reach certain product or maturity milestones. Focus these emails on what's next, not what's missing.
Nurture-to-meeting CTAs	Use "Ready for what's next?" CTAs that guide accounts toward a discovery call, pilot, or tailored workshop. Time outreach around renewal windows or product usage bursts.

WHY IT WORKS:

Customer expansion plays land because they're low-friction, high-context, and anchored in an existing relationship. You're not introducing something new; you're revealing what's possible next.

When you align product readiness with marketing precision and CS insight, you show up with solutions that feel obvious, not optional. AI plays a critical role here: surfacing patterns, suggesting next steps, and automating contextualization so you can scale expansion efforts without losing nuance.

And with platforms like Tofu, these plays don't get stuck between teams. Everyone sees the same signal, works from the same message, and pushes in the same direction.

At a time when NDR matters more than ever, customer expansion isn't a side play. It's your secret weapon.

Want more?

The right play at the right time can change everything. Explore our full plays library to find your next move.

HOW TO MEASURE A LIVE ABM SYSTEM

(aka the metrics that matter now)

For years, ABM metrics mirrored those of traditional demand gen: opens, clicks, impressions, form fills. But volume ≠ value. A high open rate doesn't mean much if it's the wrong persona (or the right one, two weeks too late).

Today's most effective ABM teams think system-first. They don't just track activity; they measure how well their programs adapt, respond, and convert. The question isn't "What happened?" but "What did it trigger?" Your metrics should reflect how efficiently the loop performs from end to end: how fast it reacts, how relevant it is, and how much pipeline it drives.

ABM measurement only works if sales and marketing are aligned. In fact, 93% of companies say full alignment is crucial to ABM success. The best teams ditch siloed goals like MQLs and closed-won deals in favor of a shared scorecard tied to account progress.

Legacy ABM metrics	Modern ABM system metrics
Email open rate	Engagement velocity (time from signal to action)
Pageviews per account	Signal relevance (quality + timing of follow-up)
Total MQLs	Sales activation rate (engaged accounts to meetings)
Number of leads	Account-level meetings or opps created
Campaign CTR	Persona-path performance (conversion by role / function / vertical)
Ad impressions	Multi-touch attribution across ABM-influenced pipeline
Generic conversion rate	Pipeline + revenue from named accounts
Accounts reached	Expansion signals (usage spikes, stakeholder shifts)
Customer retention rate	Expansion revenue + account retention
Content downloads	Content-path insights (assets that precede revenue)

Each of these modern metrics plays a distinct role in diagnosing and optimizing your ABM loop. Let's take a closer look at what to track, and why it matters:

WHAT TO TRACK (AND WHY)

Modern ABM metrics aren't just about what happened; they're about what to do next. These metrics help you gauge how responsive, relevant, and revenue-aligned your system really is. If you want to move beyond vanity metrics, start here.

Where good teams go wrong: Many teams still report on isolated activities—CTR, pageviews, form fills—without connecting those signals to actual pipeline motion. But good engagement isn't the same as good progress. Without context, it's easy to mistake noise for momentum.

ENGAGEMENT VELOCITY

Are you fast enough to matter? In a live system, speed is strategy. Intent decays fast, so today's signal should launch today's play. The faster you respond, the more likely you are to convert.

- **Track it** by measuring time from signal (e.g., high-intent pageview or G2 surge) to first action (e.g., outbound email, ad trigger, SDR follow-up).

SIGNAL RELEVANCE

Are you matching message to moment? Not all signals are created equal. AI makes it possible to tailor follow-up by behavior, persona, and stage. Track whether the system is launching the right response, not just a response.

- **Track it** by classifying signals by type (behavioral, firmographic, technographic) and mapping follow-up plays by persona-fit and funnel stage, then auditing downstream conversion.

SALES ACTIVATION RATE

Are you turning activity into conversations? ABM isn't about content consumption; it's about pipeline. Measure how many accounts move from marketing engagement to live sales touchpoints.

- **Track it** by dividing the number of accounts showing intent or engagement by the number that result in meetings, calls, or opportunity creation—via CRM and marketing automation reports.

MEETINGS OR OPPORTUNITIES PER ACCOUNT

Are target accounts progressing toward pipeline? Tracking meetings and early-stage opportunities per account shows whether your program is generating real traction. Compare movement across account tiers and industries to refine targeting.

- **Track it** by using your CRM to count meetings and opps created per named account, segmented by tier (e.g., A/B/C), industry, or vertical.

PERSONA-PATH PERFORMANCE

Which roles are progressing, and which are stalling? Slice funnel movement by persona. What converts a CFO may not work for a RevOps lead. Track conversion by function and seniority to refine strategy fast.

- **Track it** by adding persona tags in CRM (title, role, seniority) and track engagement, meeting booked, or opportunity creation rates by persona segment.

MULTI-TOUCH ATTRIBUTION ACROSS ABM-INFLUENCED PIPELINE

Are you crediting the full journey? Use attribution tools to track influence across emails, ads, events, and outbound plays.

- **Track** both sourced and influenced opportunities—sourced = first touch; influenced = touches along the way—to reflect the true collaborative nature of ABM.

PIPELINE AND REVENUE GENERATED FROM TARGET ACCOUNTS

ABM's goal is to drive revenue from your most important accounts. Track pipeline creation and closed-won revenue attributed to ABM. ROI ratios like 5:1 help prove program value and justify continued investment.

- **Track it** by segmenting pipeline and closed-won revenue in your CRM by ABM-targeted accounts; compare against spend to calculate ROI.

EXPANSION SIGNALS

ABM isn't just for net-new. Monitor job changes, stakeholder engagement, and usage patterns to trigger upsell, renewal, or cross-sell plays.

- **Track** expansion signals via product usage analytics, LinkedIn job change alerts, contact role changes in your CRM, or cross-team engagement trends.

EXPANSION REVENUE AND ACCOUNT RETENTION

How are ABM-treated customers growing? Track renewal, cross-sell, and upsell rates for ABM accounts versus control groups. If ABM accounts show higher lifetime value and lower churn, that's a strong sign your strategy is working.

- **Track it** by comparing Net Revenue Retention (NRR), gross renewal rates, and expansion revenue for ABM accounts vs. non-ABM cohorts in your customer success or revenue platform.

CONTENT-PATH INSIGHTS

Which assets actually move deals? Don't just report downloads. Track which content consistently appears before a stage change, handoff, or closed-won. These are your true accelerators.

- **Track it** by using attribution tools or CRM custom fields to log content views pre-stage progression. Analyze correlations between asset consumption and pipeline velocity or close rates.

HOW TO MAKE IT MEASURABLE

A live ABM system doesn't just report what happened; it enables action in real time. To get there, you need more than a dashboard. You need connected infrastructure that turns signals into plays and engagement into outcomes. AI makes this orchestration possible.

To build a measurable system, you need to:

- Ingest real-time data across tools and channels
- Align signals to the right persona, stage, and account
- Trigger responsive, personalized plays
- Track outcomes across the funnel—not just top-of-funnel engagement

Platforms like Tofu help make this loop visible and actionable. Every asset is tagged by persona, stage, and theme, so you can trace not just where content is used, but how it contributes to movement. Website visitor tracking connects signals to accounts. MAP and CRM integrations ensure activation across touchpoints.

This is the promise of AI in ABM: not just faster content, but smarter systems. When your tech stack is integrated, and your data flows freely between intent, content, CRM, and engagement, you unlock a new level of precision and agility. Measurement becomes a tool for real-time optimization. And in a live ABM system, that's the ultimate competitive edge.

CONCLUSION: LEAVE THE OLD PLAYBOOK BEHIND

The most effective go-to-market teams aren't following the old ABM script. They're building responsive systems that adapt in real time: driven by signals, powered by AI, and personalized at scale.

This isn't about 1:1 vs. 1:Few vs. 1:Many. It's about 1:Right-Time—delivering the right message the moment your buyer is ready to engage.

Maybe it's not even ABM anymore. Maybe it's just smart GTM.

Whatever you call it, the goal is the same: meet buyers where they are, move with them, and scale without sacrificing relevance.

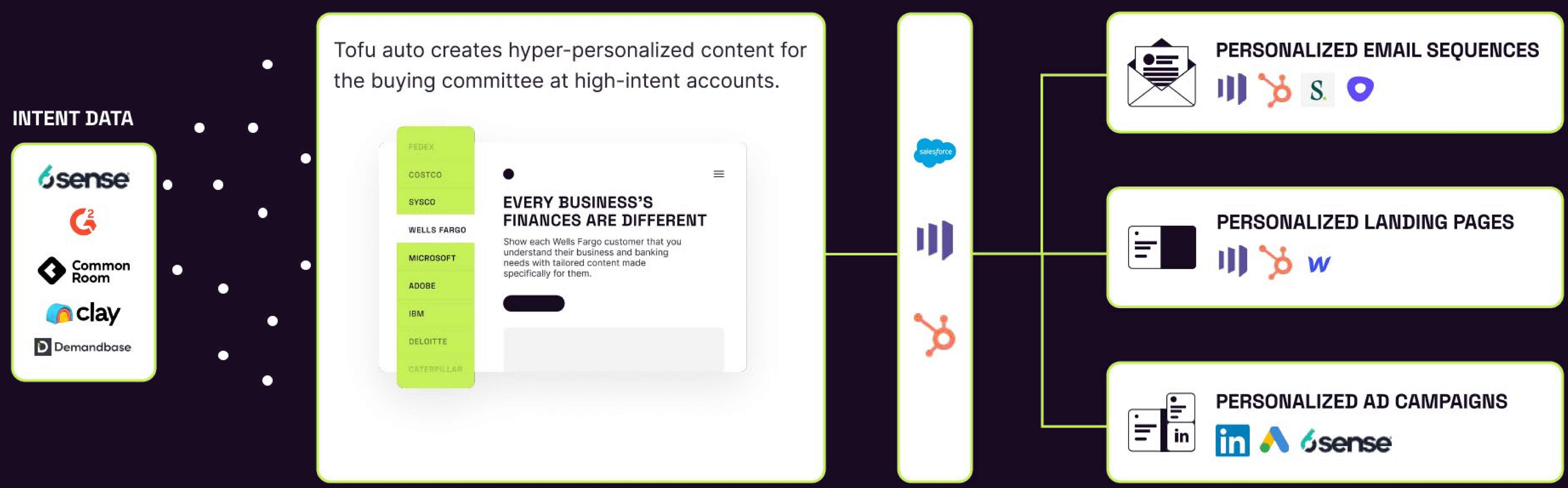
You don't need more headcount. You need a system that listens faster, responds smarter, and builds momentum on its own.

The future of ABM isn't a tactic. It's a live loop, and it's already in motion.

Tofu was built to run it.

ABOUT TOFU

Tofu provides a unified AI platform for B2B marketing teams to ship personalized, omnichannel campaigns 8x faster and improve results. Tofu uses your brand guidelines and segmentation (personas, industries, accounts, keywords) to create personalized and contextual content for email, landing pages, ads, decks, social, PDFs, blog posts, case studies, sales enablement, and any other content needs.



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