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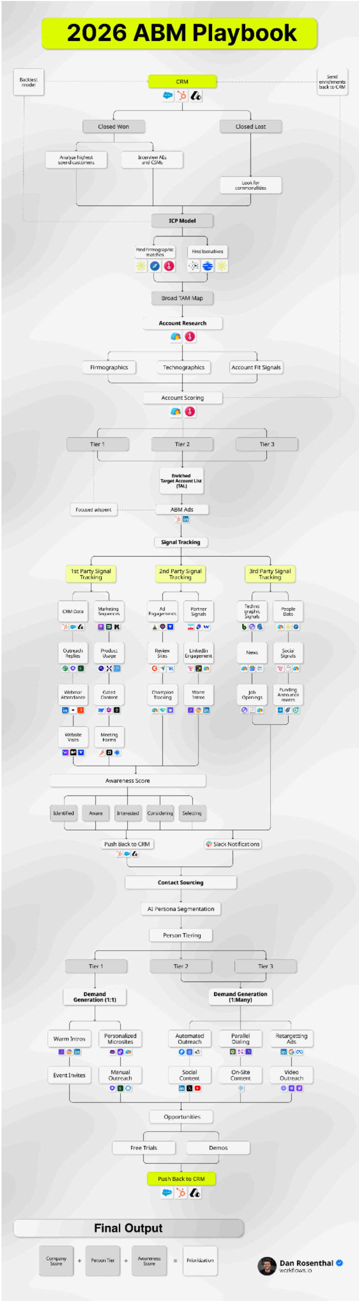
Ultimate Guide to ABM in 2026



How it works?

Step 1: Define & Backtest Your ICP Model

- Analyze 12–24 months of closed-won + closed-lost deals
- Interview top AEs + CSMs for frontline patterns
- Identify traits of fast buyers, slow buyers, churn risks
- Define firmographic + technographic + behavioural fit signals
- Backtest your ICP against historical conversions to validate accuracy

Step 2: Map & Qualify Your TAM

- Pull firmographic matches from Apollo and Sales Navigator
- Use lookalike tools: DiscoLike, Ocean.io, Clay AI
- Deduplicate by domain + parent company
- Validate industry, size, and segment alignment
- Centralize the TAM map in Clay

Step 3: Account Research & Tiering

- Enrich TAL accounts with fit signals + growth indicators
- Add technographic, hiring, intent, and product-fit signals
- Run account research to surface triggers + pain indicators
- Score accounts using your ICP tiering logic (Tier 1/2/3)
- Sync enriched TAL + tiers back to CRM → Tier 1 gets budget + priority

Step 4: Signal Tracking

- Capture 1st-party signals: website visits, product usage, CRM activity
- Capture 2nd-party signals: ad engagement, review site visits, partner data
- Capture 3rd-party signals: job openings, tech changes, social engagement
- Log all signals as custom events inside CRM
- Auto-trigger tasks for reps when priority signals fire

- Send critical alerts to Slack to ensure real-time follow-up

Step 5: Awareness Scoring

Define the five awareness stages for every account:

- Identified: Account exists in your TAL
- Aware: Has viewed content, ads, or visited your site
- Interested: Shows repeated engagement
- Evaluating: Evaluating solutions or engaging with deeper content
- Selecting: High intent, ready for sales interaction

Use scores to:

- Automate stage progression
- Build dynamic lists for marketing & outbound
- Surface "sales-ready" accounts

Step 6: Contact Sourcing

- Map the full buying committee for each account
- Source verified emails + Linkedin URLs for key personas
- Classify personas as:
    - Tier 1: Decision Maker
    - Tier 2: Champion
    - Tier 3: User / Influencer
- Upload full stakeholder map into CRM
- Tag personas for sequencing, SDR routing, and personalization

Step 7: Demand Generation

Tier 1 (High Fit):

- 1:1 gifting
- Warm intros
- Live events
- Personalized videos
- Custom microsites

- Manual outbound

Tier 2 (Good Fit):

- Semi-personalized sequences
- Persona-cluster campaigns

Tier 3 (Broad Awareness):

- Scaled email outreach
- Social content
- Retargeting ads
- Nurture workflows

Promote Tier 2 & Tier 3 accounts upward when signals or awareness increase.

Step 8: Measure & Optimize

With enriched TAL + tiers + signals + awareness in CRM:

- Auto-generate tasks from custom events
- Send high-priority alerts to Slack
- Give reps a clear daily priority list based on:
    - Tier
    - Awareness stage
    - Intent signals
    - Persona influence

- Use data to guide enablement:
    - Account digests
    - Signal-based playbooks
    - Persona-specific messaging
    - Tier-specific talk tracks

- Track core ABM performance metrics:
    - ICP pipeline progression
    - Pipeline velocity by segment
    - Contacts engaged per account
    - Win rate & ACV by tier
    - Awareness score movement
    - Meetings booked by rep by channel

- Close rate by tier
- Net-new revenue by tier