



Stop Chasing with Volume. Start Winning Quality.

Executive Summary

Once the perfect set of target accounts has been shortlisted and tiered, the next best approach is to market to them in a systems driven approach which aims to personalize, track, measure and attribute.

The same can be achieved by means of adoption of an ABM platform or tool. It also aids in closed loop optimization over time which helps hone in on the winning formula over time.

Our Consultative Offering:

We advise architecting the ABM systems program including the primary aspects such as:

Cost-Effective ABM & Tracking: We help you select and deploy modern "Lite ABM" tools to effectively track crucial buying signals across all channels—website, emails, ads, and more.

Multi-Touch Attribution: We establish a multi-touch attribution model to identify your most effective channels , campaigns , and content, allowing you to double down on what works.

Closed-Loop Optimization: We create a continuous feedback loop to refine ad targeting, optimize website funnels, and ensure your GTM strategy adapts to market trends.

Handoffs between Sales and Marketing: Design threshold values to assign or transition account status and propagate the same across integrated systems like CRM, MAP, SEP etc.

Benefits:

Drastically Increase Conversion: Shift from a volume-based MQL goal to a quality-focused one, radically improving your MQL-to-Close conversion rates.

Align Sales & Marketing: End the misalignment. By focusing on fewer, higher-quality leads, your sales team will win more deals with less effort.

Slash Wasted Ad Spend: Stop spending on low-ROI campaigns and channels. Use attribution data to reinvest your budget where it will drive the most revenue.

Get In touch:

Ready to transform your customer engagement into a revenue driver? Let's discuss how our consultative offering can elevate your marketing impact.

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