

58% of B2B marketers
experience larger
deal sizes with ABM¹

But the trick is identifying the right accounts to target at the right moment.

And when the time comes, how do you make the most of the opportunity?

Account intelligence – We speak to millions of senior business leaders every day, and our 100+ brands and world-class events provide us with deep industry knowledge, and the richest, most engaged audience and 1st party data.

Our spend prediction intel uncovers the size and composition of IT budgets and contract renewal dates of over 75K companies, helping you segment your market and prioritise accounts.

Content strategy and marketing – Work with our expert tech content marketers, analysts, and editors to build detailed personas and craft compelling and tailored content that's right for them.

Amplification – Lean on our Digital Marketing team to help deploy this content through multi-channel activation, engaging your audience every step of the way.

Interested in finding out more? [Get in touch](#)

¹ Source, RollWorks

