

The Account-Based Marketing Full Revenue Funnel

Intermediate | Admin



Stephanie Kelly
Terminus



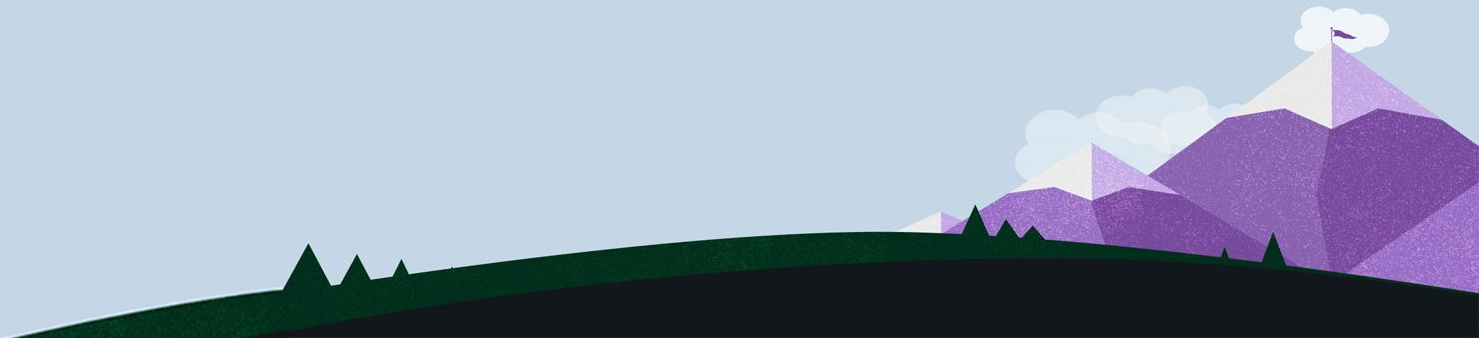
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The Full Revenue Funnel



Let's Talk Funnel Stages & What to Measure

- Target Accounts
- Engaged Target Accounts
- Target Account Opportunities
- New Deals Won
- Customer Retention
- Customer Expansion



Target Accounts



Companies or organizations who are not yet customers of your product or service, but fit your ideal customer profile (ICP).



Target Account Measurement

Key KPIs

- Number of targeted accounts
- Tiered target accounts (if applicable)
- Accounts with high relationship scores
- Accounts with intent surge



Target Account Building

Dynamic List Rules

Match type Match all Match any



Match all Match any

 Prospect account field Zoominfo Marketing Autom: is not empty

and

 Prospect account field ZoomInfo Industry contains Software

and

 Prospect account field Billing State is California

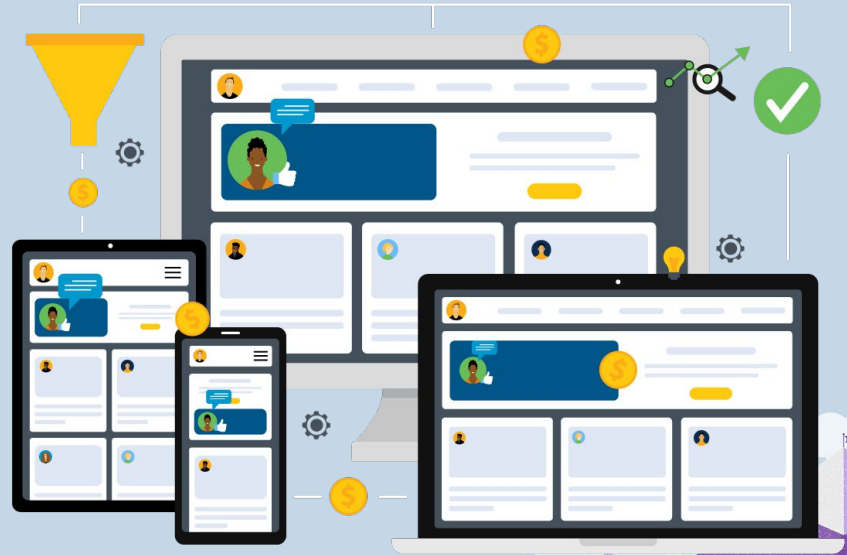
and

 Prospect account field Zoominfo Employee Count is between 100 and 1000 

[+ Add new rule](#)

Engaged Target Accounts

Target accounts that have engaged with your brand, whether it be by any digital channel or personal communication.



Engaged Target Account Measurement

Key KPIs

- Web or email ad impressions
- View through visits and conversion
- Banner ad clicks
- Website visit
- High-value page visits
- Chat conversations on website
- Percentage of target accounts engaged
- Percentage of target accounts not engaged
- Cost per engaged account



Engaged Target Accounts

Dynamic List Rules

Match type Match all Match any



Match all Match any

 Prospect list is member of ParDreamin' Example Target Account Choose

+ Add new rule

and



Match all Match any

 Prospect email opens has opened any email in the last 30 day(s)

or

 Prospect form - ANY - was completed successfully

or

 Prospect landing page - ANY - was viewed

+ Add new rule

Target Account Opportunities

Legitimate revenue opportunities
with any of your target accounts.



Target Account Opportunity Measurement

Key KPIs

- Account penetration rate
- Opportunity rate with target accounts
- Target account pipeline
- Time from first touch to opportunity generated
- Cost per opportunity account
- Number of stakeholders or size of buying committee



Target Account Opportunity Measurement

Dynamic List Rules

Match type Match all Match any

Match all Match any

Prospect list is member of ParDreamin' Example Target Account Selec

and _____

Match all Match any

Prospect opportunity default type contains New Business

and _____

Prospect opportunity default created less than 90 days ago

New Deals Won



Target accounts who have signed as new customers and are now paying for your product or service.



New Deals Measurement

Key KPIs

- Win Rate
- Revenue won from target accounts
- Deal cycle length
- Average number of sales/marketing touches per won account
- Cost per won account



New Deal Measurement

Dynamic List Rules

Match type Match all Match any



Match all Match any



Prospect list

is member of



ParDreamin' Example Target Account

Choose

+ Add new rule

and



Match all Match any



Prospect opportunity default

created

less than

180

days ago

and



Prospect opportunity default

type

contains

New Business

and



Prospect opportunity default

stage

is

Closed Won

Customer Retention

The number of existing customers who have renewed their subscription for a given period of time.



Customer Retention Measurement

Key KPIs

- Surging intent topics
- Relationship score
- Renewal rate



Customer Expansion

Creating extra value of your product or service so existing customers buy more or increase their usage.



Customer Expansion Measurement

Key KPIs

- Average contract value (ACV)
- Total revenue won
- Net promoter score (NPS)



Customer Expansion Measurement

Dynamic List Rules

Match type Match all Match any



Match all Match any



Prospect account field

Type

is

Customer - Direct

+ Add new rule

and



Match all Match any



Prospect account field

ABM Program

is

Chat Experiences Cross-Sell

+ Add new rule

In Conclusion...

- Identify the KPIs that are important to your business
- Use the Platform that best suits your needs and data
- Always Be Measuring!



Thanks for listening!



splousis



@stephpatl

You can find me on the social media links above
or hit me up at stephanie.kelly@terminus.com



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