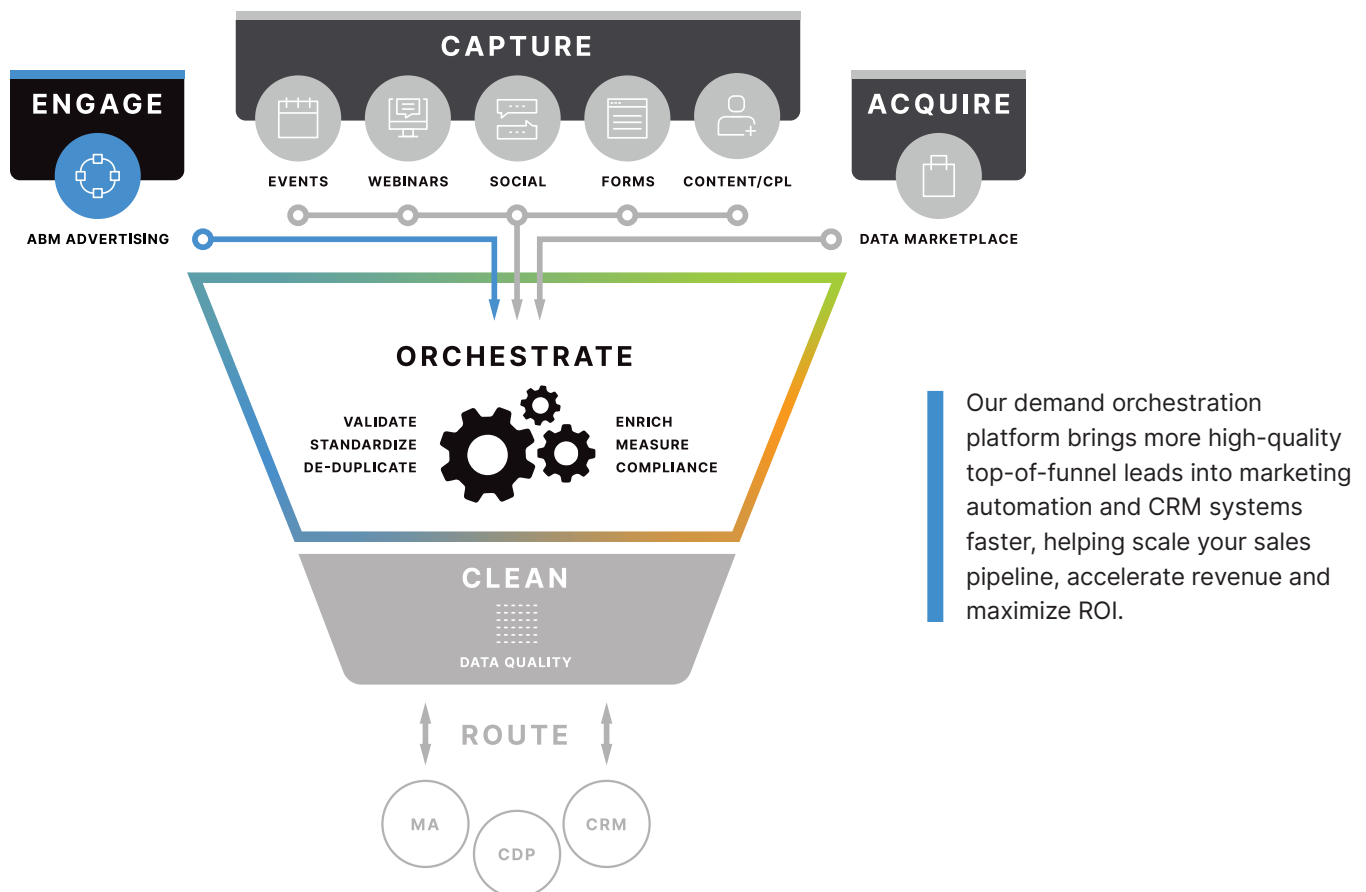


# Integrate

## ABM Advertising

### Demand Orchestration: Maximize ABM Program ROI

The best demand marketing programs run through Integrate. By unifying and amplifying your B2B marketing universe, we provide a home base for running, managing and measuring demand generation programs, including those focused on account-based marketing (ABM).



Our demand orchestration platform brings more high-quality top-of-funnel leads into marketing automation and CRM systems faster, helping scale your sales pipeline, accelerate revenue and maximize ROI.



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## Integrate: ABM Advertising

Take advantage of the synergies of running your account-based digital advertising and lead generation programs in tandem — and with a single solution provider.

### INTEGRATE'S ACCOUNT-BASED DEMAND GENERATION SOLUTION ENABLES YOU TO:

Generate awareness and opted-in leads across the buying committee of an account

Target budget more effectively toward leads from your target accounts and personas

Understand which accounts are showing interest through both display ads and content consumption — and nurture these account-based leads outside of email

Scale your account-based demand generation efforts across multiple publishers and websites without managing multiple vendors

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## The Power Of An Integrated Approach

### INDUSTRY EXPERTISE & MANAGED SERVICES, REAL ROI, AND MEASUREMENT

Your lead generation and digital advertising campaigns are fully managed by our world-class services team, who are trusted by Fortune 500 companies. We guarantee a specific number of leads and ad impressions from your target accounts — and you only pay for ad impressions served to those targets. We will also deliver valuable insights into the decision-makers at key accounts who are downloading your content and viewing your ads — and move them down the funnel.



## How it works: Account-Based Targeting

INTEGRATE'S EXPERT TEAM WORKS WITH YOU TO DETERMINE:

Your target accounts

The buying committee (titles and roles)

## Decision-Maker Engagement

INTEGRATE'S TEAM DEPLOYS CAMPAIGNS IN PARALLEL:

Account-based programmatic advertising campaigns to create awareness among targeted decision-makers and nurture buying committees

- Via Integrate's network of targeted ad inventory on 3,000+ websites (Digital Marketplace)

Account-based lead generation campaigns to identify contacts at target accounts who have consumed content about your solution

- Via Integrate's network of 300+ content syndication providers (Data Marketplace)

### CLEAN, INTELLIGENT, ACTIONABLE DATA

Once these leads are in Integrate, they get all the built-in benefits of the Integrate platform, including:



Validation



Data enrichment



MA and CRM integration



De-duplication



Mapping to your database fields



Measurement

### ANALYTICS FOR OPTIMIZATION

Our measurement reports show which accounts, campaigns, sources and content are driving the best results so you can optimize your ABM expenditures.

**GET IN TOUCH**

Learn more about how Integrate's account-based demand generation solution can scale your account-based revenue.