





## Video transcript:

Andrew heads sales at a B2B tech firm.

His team leverages multi-channel ABM (Account-based marketing).

With this approach, Andrew's ABM program is on a winning streak...

- Targeted **6.3x** more tier 1 accounts
- Booked **17x** more meetings
- Grew pipeline value by **8x**

## How?

By connecting with the right stakeholders at the right time with the right touch

### Step 1: Identify

Andrew's team picked their most promising accounts and mapped org charts for each.

### Step 2: Expand

They then researched each contact to [build detailed profiles](#).

### Step 3: Engage

The team then reached out to contacts via different [marketing channels](#) and [personalized messaging](#).

## Step 4: Convert

They turned contacts into opportunities using a [cadence of touches](#).

In short, multi-channel ABM sets the stage and opens doors for Andrew.

Author Bio:



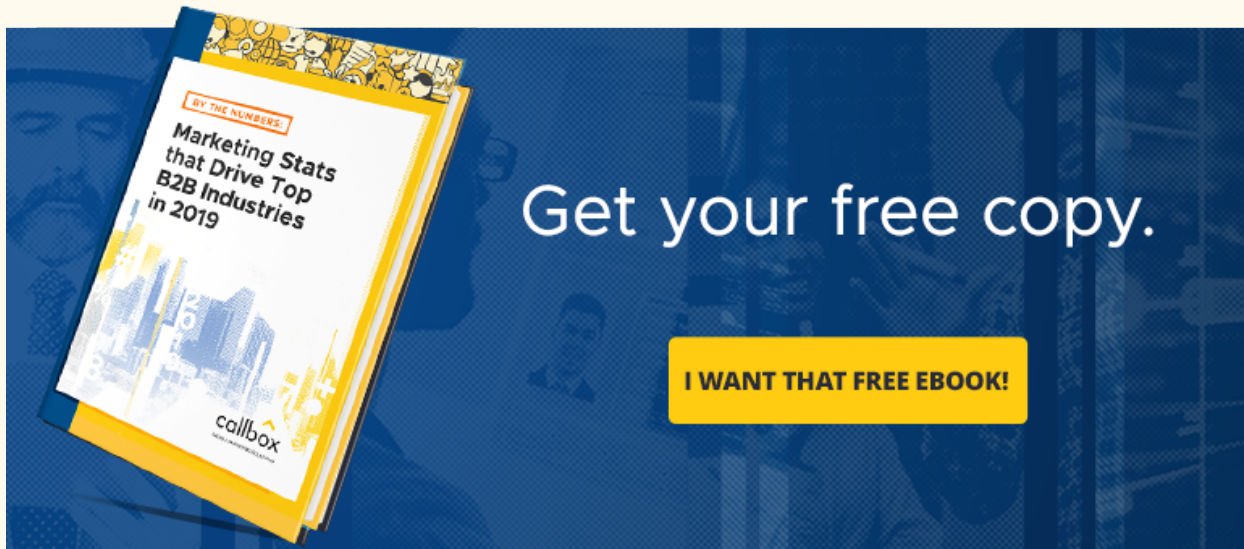
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## [Winning High-Value Accounts with Multi-Channel ABM](#)

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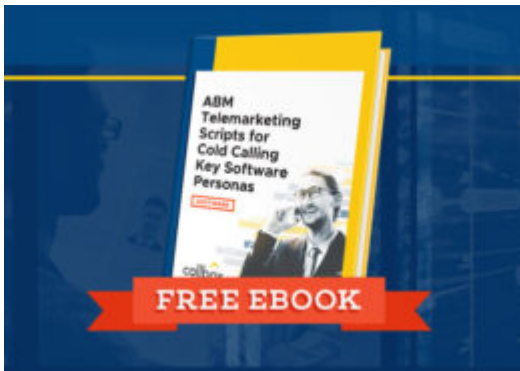
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