



# Metadatum

Account Based Targeting for B2B Enterprises

Company Overview

MARCH 2017

## Account Based Marketing is Growing Trend



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# But ABM is also a Broken Process with Many Siloed Point Solutions

## BUYER INSIGHTS



Define Customer Profile



Define Buyer Persona



Opp & Lead Scoring

## DATA SOURCES



Source Target Accounts



Source Contacts List



Create Custom Audience

## LEAD GENERATION



Setup Advertising Campaign



Optimize Campaign



Enrich Leads

# Disconnected Flow is Hard to Optimize and Relies on Intuition Vs. Data

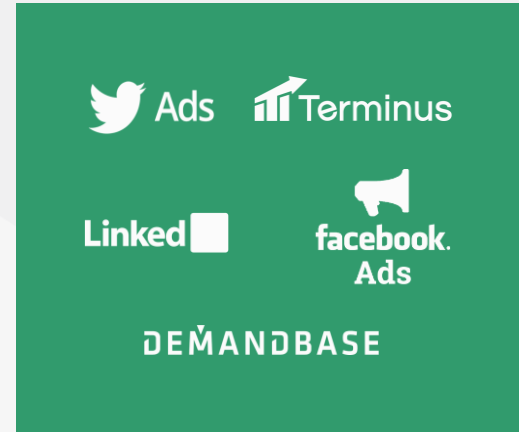
## BUYER INSIGHTS



## DATA SOURCES



## LEAD GENERATION



# Metadata Delivers a Complete Unified Solution for Account Based Marketing

Customer Data



Metadata



Qualified Leads



# Selected Customers



# Metadata Improves Lead to Opportunity Conversion by 50% or more



180 Leads / mo



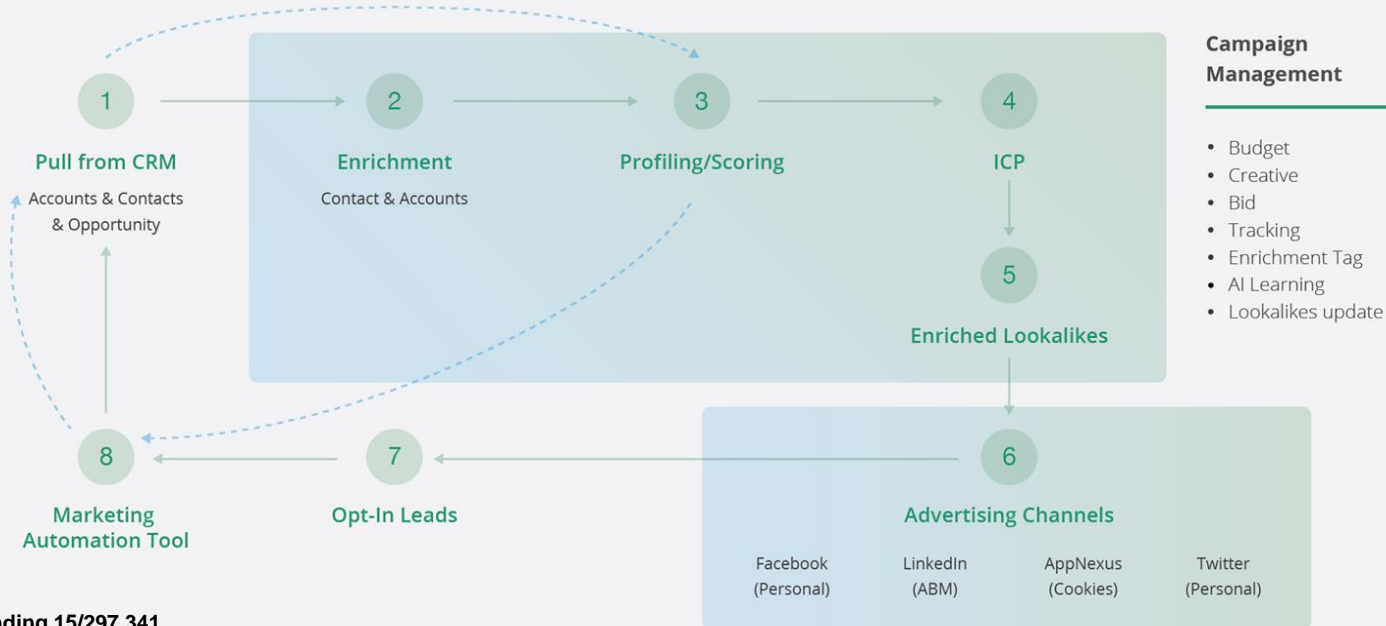
250 Leads / mo



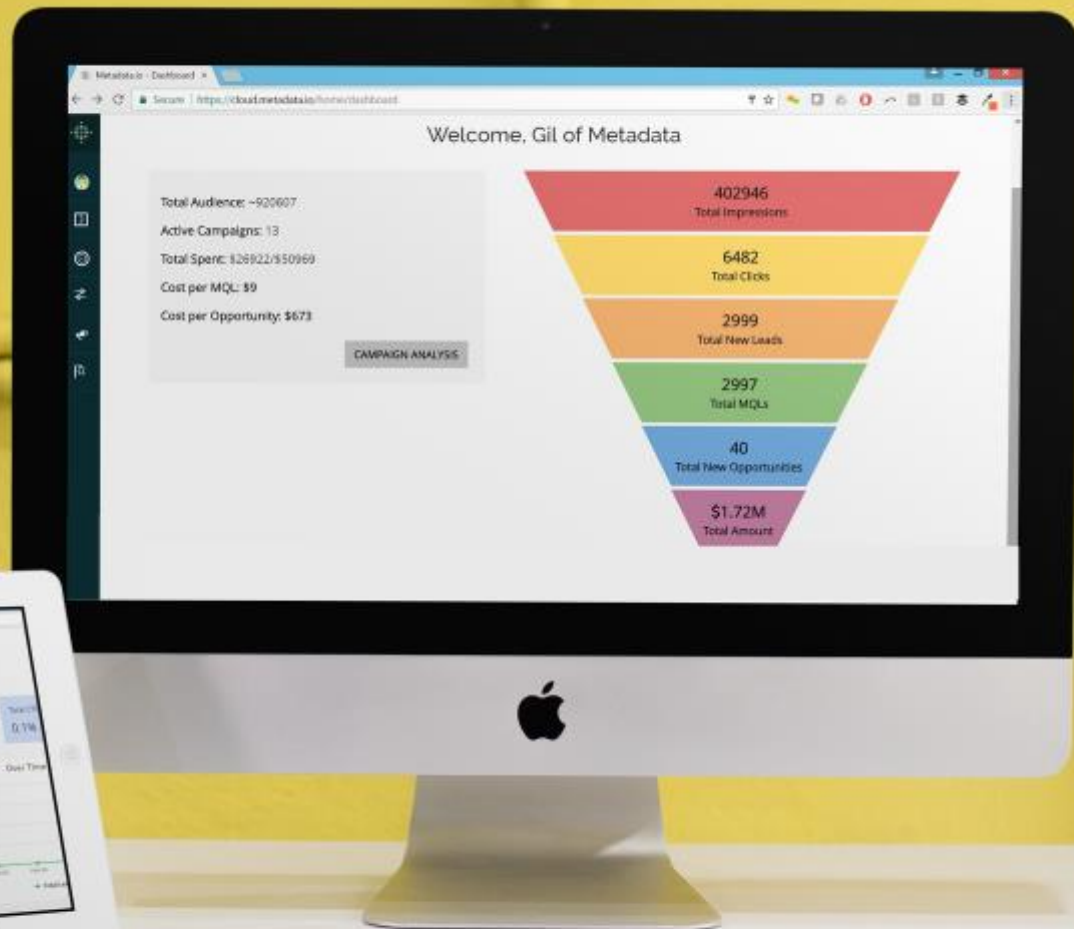
AEROSPIKE

120 Leads / mo

# Closing the marketing tech loop and continuously improving the process









“I have run paid social ads on my own. However, both lead quality and quantity was a challenge and I looked for a solution to help me target better and reach the right audience. Metadata is that solution.”

**Gonzalo Mannucci**

*Director of Demand Gen at*

