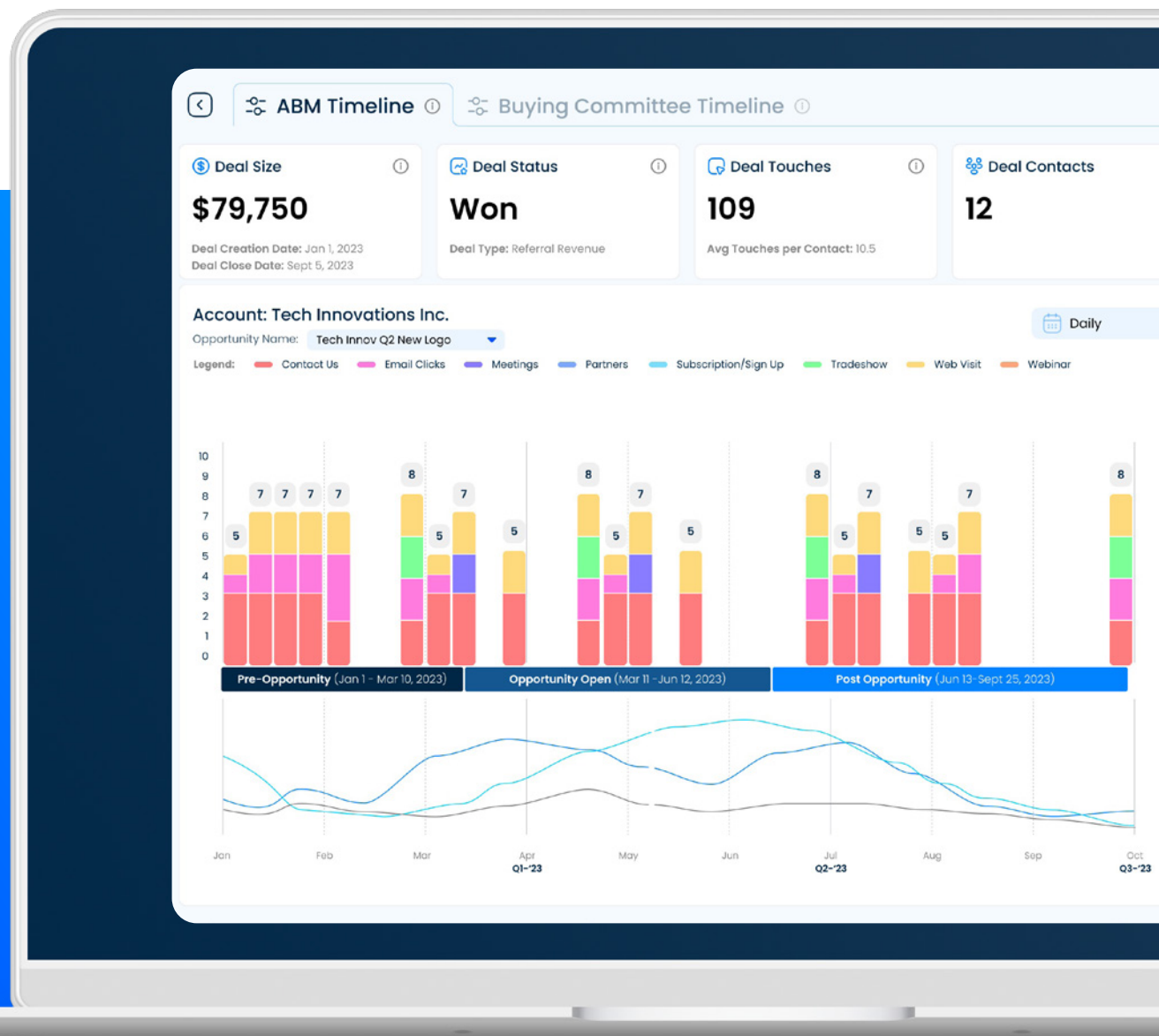


ABM measurement made simple.

Know what's working, what's not,
and where to invest. All in one place.





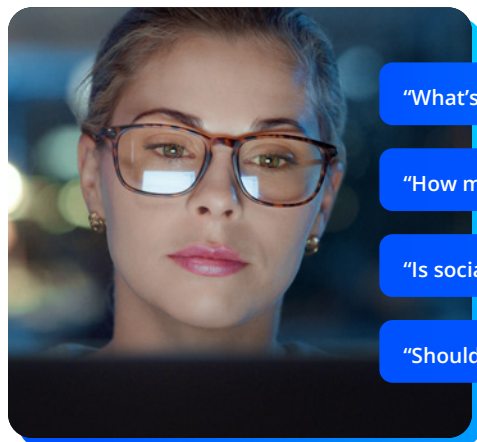
ABM is no longer an experiment-
it's the **go-to-market strategy** for
today's top performing B2B teams.

- ABM drives up to 50% of total revenue in high-performing organizations.
- 60% of B2B companies report stronger engagement with target accounts
- 83% of marketers see increased retention through improved customer engagement.

But whether it's your first or fifth attempt at ABM, one challenge persists: effective, efficient, and actionable measurement to optimize your budget and results.

ABM measurement **shouldn't be so hard.**

Growth marketers ask themselves every day, no matter where they are on their ABM (marketing), ABX (experience), or ABE (everything) journey:



"What's our engagement and impact on specific accounts and deals?"

"How many opportunities did each webcast program drive?"

"Is social media engaging buying committee members and accelerating account opportunities?"

"Should I continue investing in content syndication?"

Today's ABM measurement tools fail to provide the answers at your fingertips to shape spending and prepare you for the next board meeting, pipeline call, or QBR



Playing the game of who gets credit



Wrestling with the right attribution models



Finger pointing and distrust of data



Settling for lackluster, "good enough" data



Lack of time and cycles to deal with complex data and systems



Dealing with inaccurate, out-of-date data because we don't have a data scientist

NavigateIQ: Your shortcut to better ABM performance.

We understand the frustration.

For over a decade, ABM measurement has been a black box.

You feel optimistic that your strategy and programs are working, but you can't prove it.

You're reaching buying groups but unsure who, when, or how often.

Sales wants to move faster, but you lack account data and buying group insights to act.

Leadership wants visibility into marketing's impact on deals, but that takes weeks to compile.

NavigateIQ's easy-to-access platform solves the problem of measuring and optimizing critical account-based marketing investments and strategies.

Explicitly designed for ABM, NavigateIQ is a dashboard platform with technology that connects your siloed marketing data - every account, every opportunity, and every touch - in one place to deliver a complete account-based view at your fingertips to drive account buying committee engagement, deal progression, and pipeline growth.

- See all the marketing touchpoints influencing each account and buying journey
- Know the marketing channels, programs, and tactics driving opportunities and deals
- Identify engaged buying committee members—and who's missing that makes the difference in winning new accounts
- Recognize winning versus losing deals and get recommended actions
- Arm teams with insights on when and how to activate new and accelerate stalled accounts
- Instantly convert the account and buying committee dashboards into slides for your next QBR, pipeline call, or Board deck



Measuring ABM success is the biggest hurdle for practitioners and marketing leaders to fully dive into ABM as their GTM strategy. Because that's how buyers buy today. I'm thrilled that NavigateIQ is finally tackling this longstanding industry challenge.

First Lastname
Title, Company

The solution is transparent, fast, and painless.



You give us the keys

Cutting-edge AI and API connectors do the dirty work alongside your existing systems and platforms.

No tech resources, data scientists, or licenses needed.



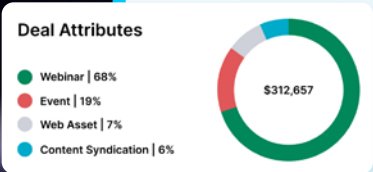
We give you the goods

Continually refreshed and always up-to-date to distill critical decision information about your ABM strategy so you know what's working, what's not, and where to invest.

No pulling reports, exporting spreadsheets, building dashboards, or learning anything new.



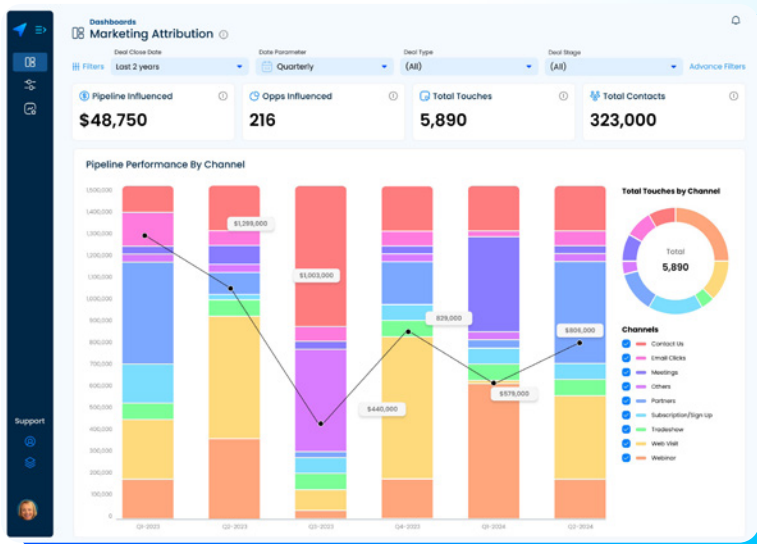
NavigateIQ applies cutting-edge AI and APIs to do the dirty work, working alongside your existing systems and platforms. We distill critical decision information about your ABM strategy so you know what's working, what's not, and where to invest. Our B2B marketing experts are by your side to help you put your insights and analytics straight into action.



The power of unified, connected data to drive **ABM insights and smart decisions**

NavigateIQ provides the intelligence you need via intuitive, insightful performance dashboards and recommended actions to measure and optimize your ABM investment and strategies.

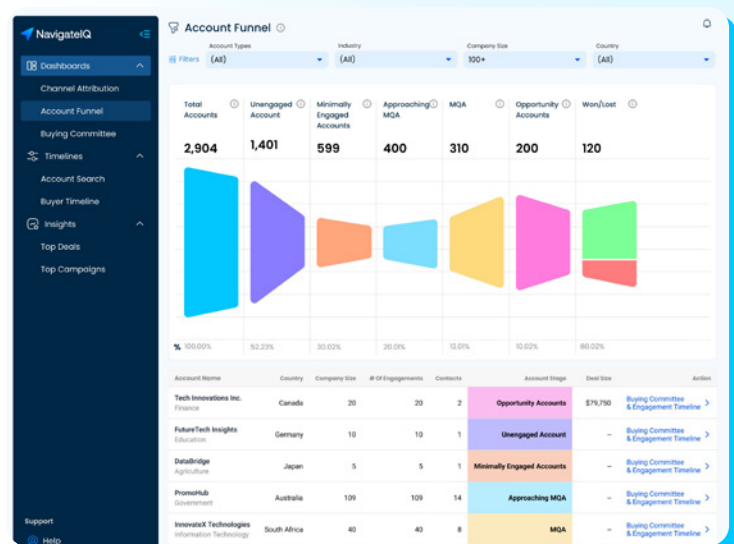
- See what's working—and what's not to optimize budget and impact
- Make faster, smarter investment decisions
- Prove and improve impact at every stage of the ABM journey




Know which marketing touchpoints **influenced** an account



Know which **buying committee members** are engaged—and who's missing





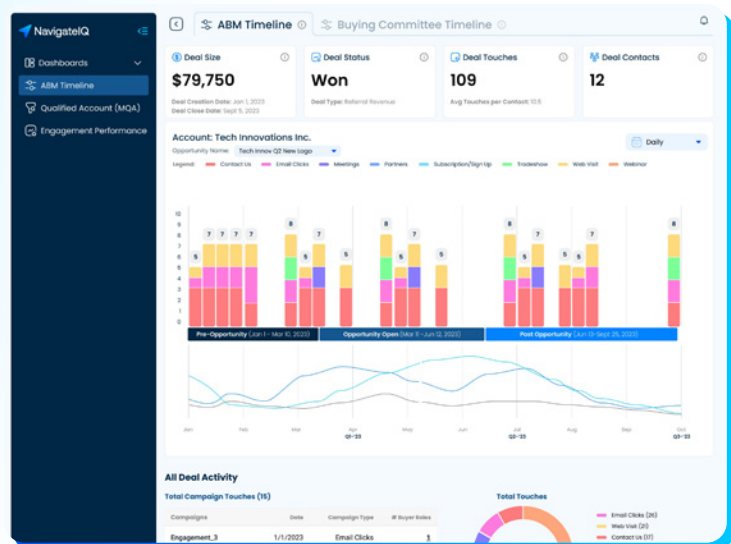
Account Name	Country	Company Size	# Of Engagements	Contacts	Account Stage	Deal Size	Action
Tech Innovations Inc. Finance	Canada	20	20	2	Opportunity Accounts	\$79,750	Buying Committee & Engagement Timeline >
FutureTech Insights Education	Germany	10	10	1	Unengaged Account	-	Buying Committee & Engagement Timeline >
DataBridge Agriculture	Japan	5	5	1	Minimally Engaged Accounts	-	Buying Committee & Engagement Timeline >
PromoHub Government	Australia	109	109	14	Approaching MQA	-	Buying Committee & Engagement Timeline >
InnovateX Technologies Information Technology	South Africa	40	40	8	MQA	-	Buying Committee & Engagement Timeline >
SmartWave Innovations Marketing	Brazil	29	29	3	Opportunity Accounts	\$28,750	Buying Committee & Engagement Timeline >
CloudSync Technologies Sales	France	3	3	1	Minimally Engaged Accounts	-	Buying Committee & Engagement Timeline >
Visionary Analytics Healthcare	India	34	34	3	MQA	-	Buying Committee & Engagement Timeline >
EcoSphere Solutions Education	Canada	11	11	2	Unengaged Account	-	Buying Committee & Engagement Timeline >



Understand what's driving **closed-won deals** and get recommended actions



Arm teams with insights to engage new and accelerate stalled accounts



B2B marketing experts at your side

Alongside AI, APIs, and measurement dashboards is our team of revenue and demand pros that work with you every step of the way to:

- Connect and unify your critical data and sources
- Tailor dashboards to meet your unique requirements
- Validate insights on what's working and what's not
- Provide expertise on ABM measurement strategy and optimization recommendations

Solve the ABM measurement gap. Visit NavigateIQ.ai to get a demo.

[Schedule now](#)