

Fireside Chat [Account-Based Marketing (ABM)] Integrating MarTech to Drive Targeted Engagement and **Growth in the Digital Age**



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Question 1

Can you share real-life examples of how you've successfully aligned sales, marketing, and customer success teams for ABM execution?



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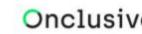
































What specific MarTech tools or platforms have been most effective in driving targeted engagement through ABM?



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What are the biggest challenges you've faced in implementing ABM, and how did you overcome them?



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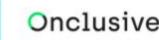






dynamic yield











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Question 4

Key takeaways

