



# 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?**



## Q&A



## Question 2

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



## Q&A







