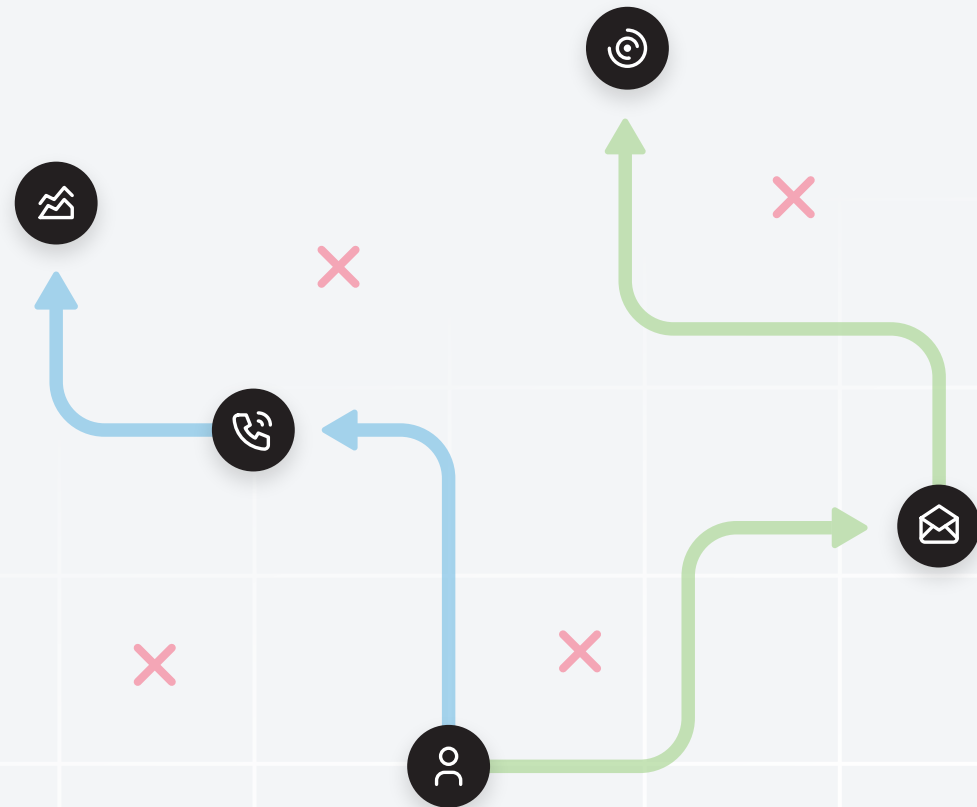


ABM Orchestration Playbook



Preface

One of the largest challenges with an account-based strategy is being able to reach your best-fit accounts at the best time. This is especially critical when you consider that only around 5% of your total addressable market is actually in-market for your services at any given time.

Even if you're able to reach your best-fit accounts at the right time, it can be even further challenging to reach those accounts at scale. Account-based orchestration enables marketers to use dynamic criteria to reach accounts at the right time and progress them to appropriate follow-up actions in real time. In this playbook, you'll find a collection of ABM orchestration plays you can use to run your account-based marketing campaigns more effectively.

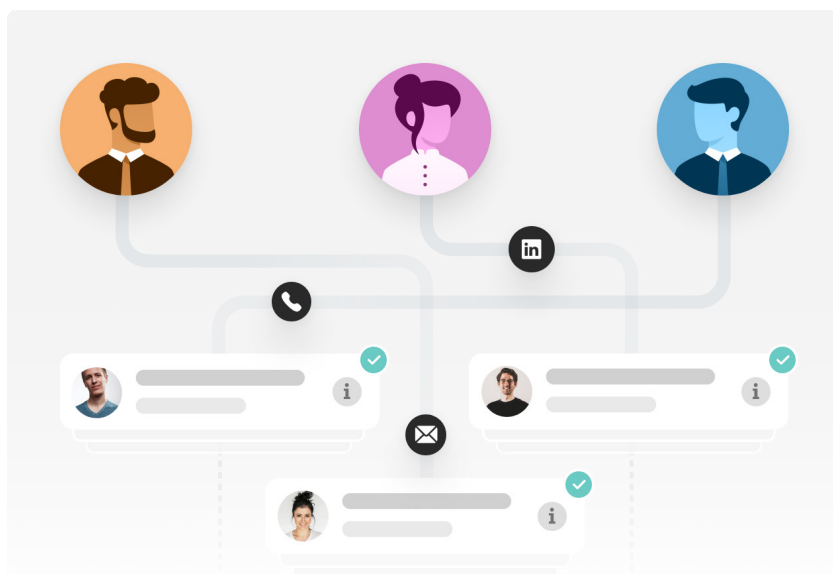


“With the Triblio Orchestration Canvas, we are able to provide marketers the ability to execute complex, intent-driven, orchestrated ABM campaigns through a simple visual interface. Orchestration Canvas goes one-step further in unifying the buyer experience across both sales and marketing channels.”

Andre Yee

Triblio Founder

Nurture the buyer on their channels, at their pace



When to Use

This play works best when you have a dynamic list of accounts showing recent intent signals. Traditional marketing campaigns tend to be too linear, assuming the buyer will engage on one channel or with assets in a specific sequence. This orchestration allows for multiple journeys and responds to the signals the buyer gives as they advance.

Why It Works

The benefits of this play include being able to dedicate resources to the most engaged accounts, and treat accounts differently according to their level of engagement. Beginning the orchestration with an ungated content offer also allows you to demonstrate the value you provide and establish trust with your audience, making them more likely to convert on a gated content offer than a cold audience.

The Play

Audience Criteria

- Leads in marketing automation with no engagement in the last six months
- Cross-matched with accounts showing intent

Triggers

- ✓ Account clicks on your ad or CTA
- ✗ No clicks within 21 days

How to Measure Success & Optimize

Success for this play would look like an increase in site traffic and CTA engagement from accounts with intent, as well as more captured contacts within accounts with intent.

Pro Tip: Take this orchestration to the next level by testing different content offers or even using intent data topics to target relevant content to accounts.

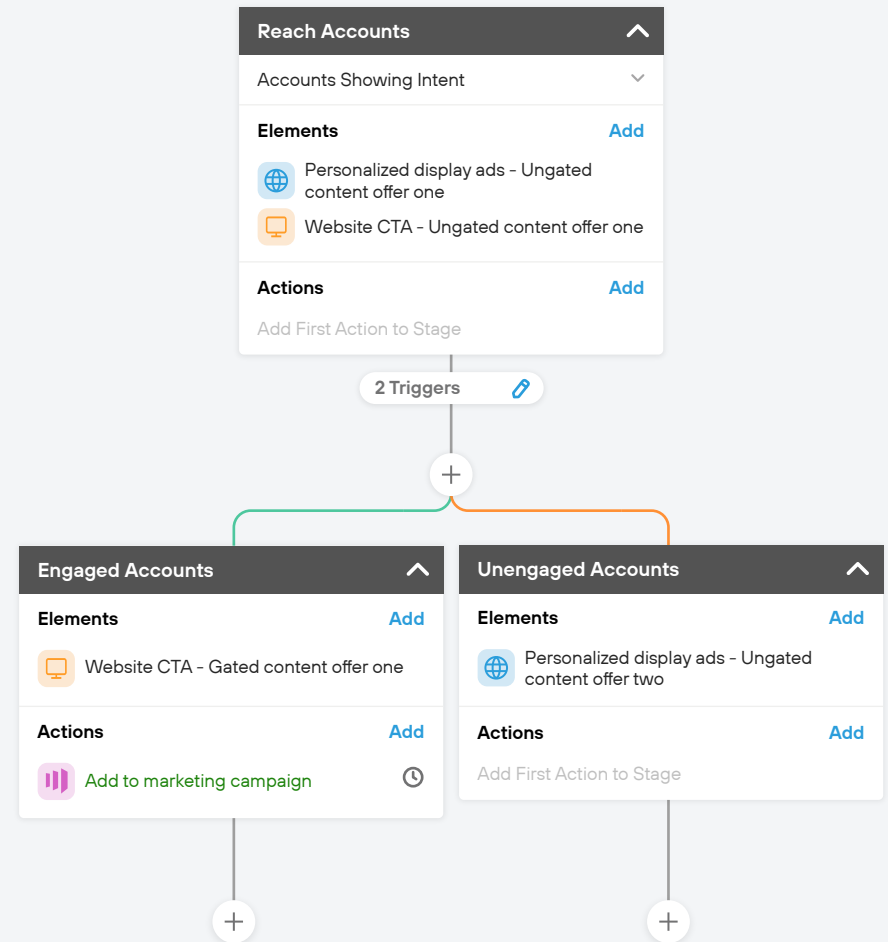
Audience Criteria

WHEN

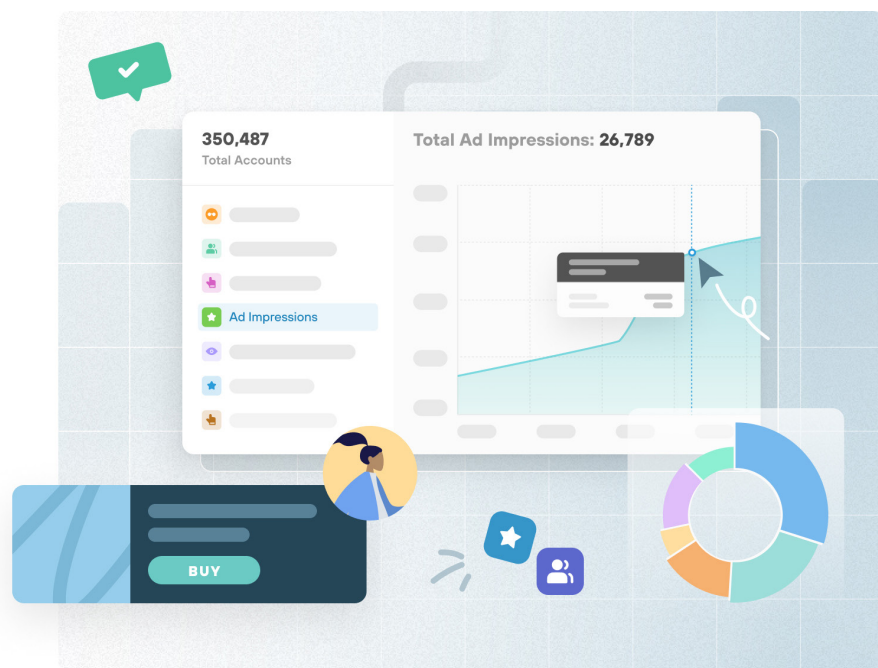


Neon Intent Data

Include ☒



Convert intent into sales meetings



When to Use

This play works best when you are trying to be the first sales team to reach an account after an intent signal was detected. It allows your sales team to focus their time on only the highest quality accounts (those who confirm intent via engagement with a marketing tactic) and then pushes the other accounts into further marketing nurture to develop engagement.

Why It Works

The benefits of this play include focusing sales team resources on accounts with intent + validated interest, by only progressing the accounts that have engaged with marketing messaging. By starting with accounts that have recent intent signals, your campaign will also result in higher click-through rates than a cold audience.

The Play

Audience Criteria

- Accounts with intent signals are added to orchestration daily

Triggers

- ✓ Clicked on ad or CTA
- ✗ No clicks within 21 days

How to Measure Success & Optimize

If you're reaching a truly high intent audience with messaging that correlates to their intent, you should see higher click-through rates on your LinkedIn and display ads. Ultimately, campaign success would look like booked meetings from the sales campaign. After the campaign has run for some time and generated a few meetings, you can then evaluate the quality of the targeting by looking at the accounts that engaged and booked meetings - were they high-fit? If not, you can then adjust your dynamic audience to more strictly fit your intended firmographic audience.

Pro Tip: Evaluate meetings generated from this orchestration to determine whether the accounts progressing through the stages are high-fit, and high-intent. If accounts are not high-intent, you can adjust the intent data criteria thresholds, and if they're not very high-fit, you can adjust your firmographic account criteria.

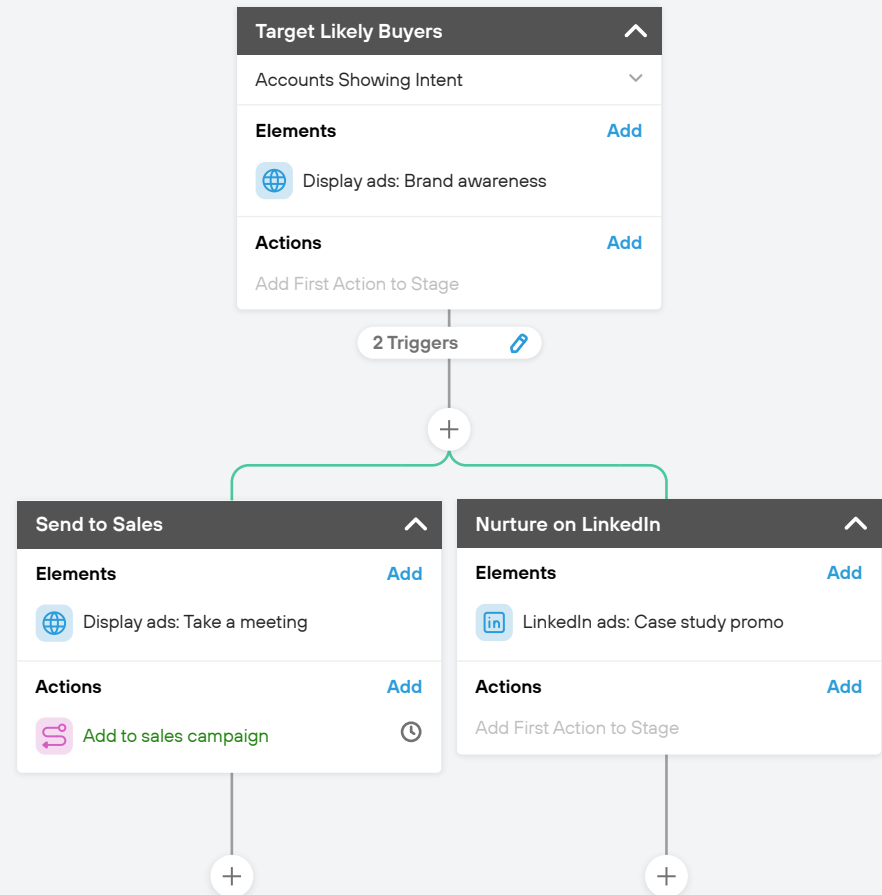
Audience Criteria

WHEN

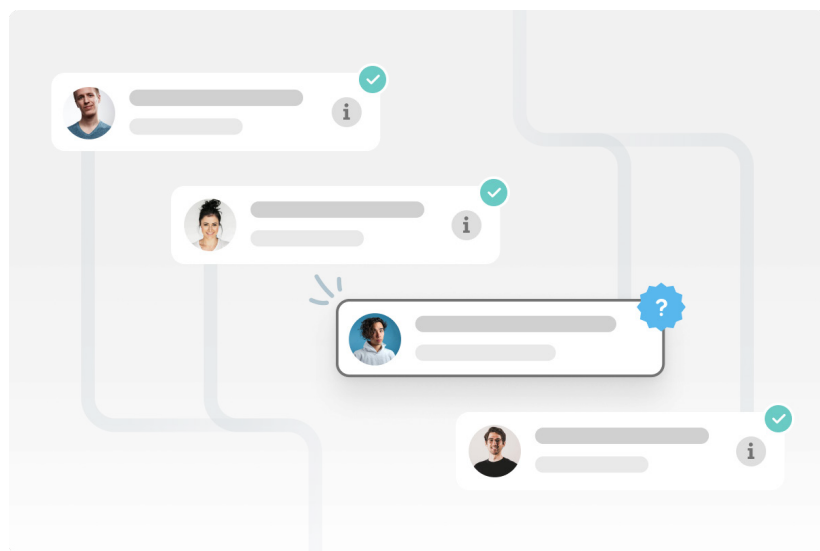


Neon Intent Data

Include ☒



Strategic air cover for sales



When to Use

This orchestration play is best used to maintain engagement with your prospects as they go through the sales process. Oftentimes, prospects are not reached enough with marketing messages once they enter pipeline due to a fear of the marketing team stepping on the sales team's toes. This orchestration speaks to those concerns while continuing to engage pipeline accounts across channels.

Why It Works

The benefits of this play include reaching buying group stakeholders your sales team may not be in contact with and nurturing the buying group as a whole as they move through your sales cycle.

The Play

Audience Criteria

- New opportunities

Triggers

- ✓ Account clicks on your ad or CTA
- ✗ No clicks within 21 days

How to Measure Success & Optimize

Success with this campaign looks like increased engagement within pipeline accounts and higher closed-won rates in specific risk scenarios (competitive, objections, and so on). To optimize this campaign after launch, look at reach and conversion rates between stages—if either is dropping, you need to refresh messaging or adjust channel tactics. Combine insights like these with clickthrough rates to determine what works and what doesn't.

Pro Tip: Take this orchestration to the next level by tailoring your marketing messaging to your company's top reasons for losing deals, such as how you compare against your competitors or common objections.

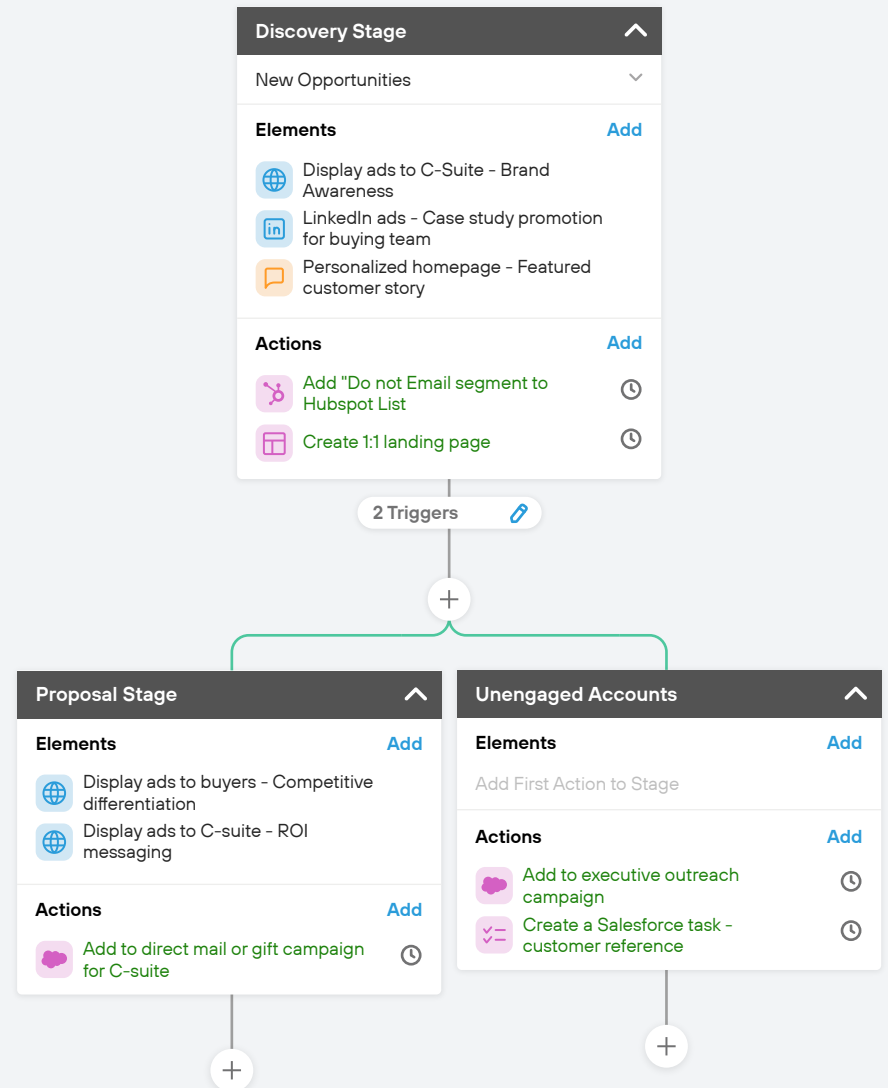
Audience Criteria

WHEN

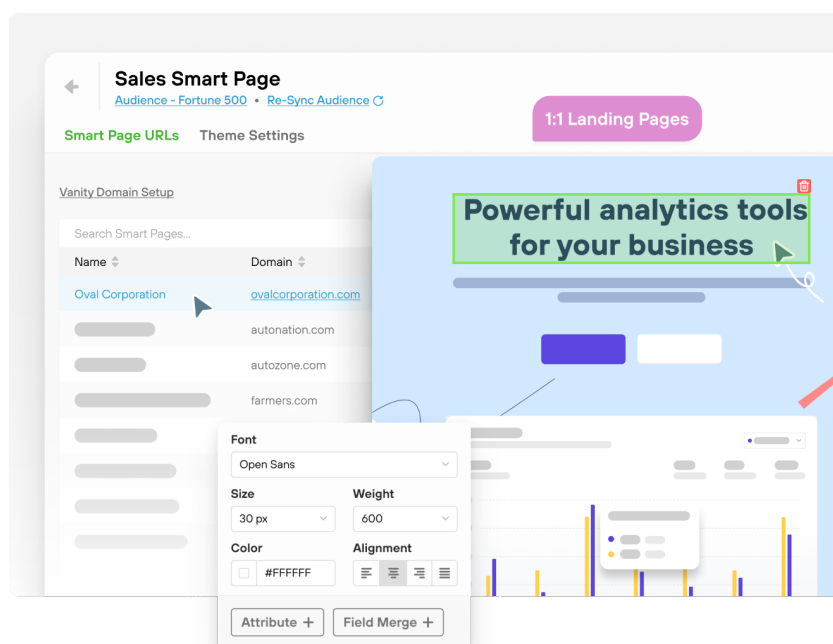


Salesforce Accounts
New Opportunities

Include ☒



Deliver True MQAs



When to Use

This orchestration play is best for triggering BDR action with the context and support they need to break into accounts (1:1 landing pages, high-fit contacts, marketing air cover).

Why It Works

The benefits of this play include triggering the steps to equip BDRs to book meetings – air cover advertising, contacts, 1:1 landing pages. Supporting your BDRs with these elements will make them more efficient, and increase their rate of meetings booked.

The Play

Audience Criteria

- Use Smart Score 90+ Cross-matched with
- Excluding current customers and those in pipeline

Triggers

- ✓ Move to stage 2 after 7 days of air cover ads

How to Measure Success & Optimize

Success for this play would look like higher than average engagement metrics and meetings booked off of BDR campaigns in stage 2. By automating the contact acquisition and 1:1 landing page creation, BDR teams should also be more efficient through the use of this campaign, allowing them more time for personalization and personal engagement.

💡 **Pro Tip:** Take this orchestration to the next level by tailoring your ad, landing page and cadence messaging based on targeting criteria.

Audience Criteria

WHEN



Salesforce Accounts
Accounts not in pipeline

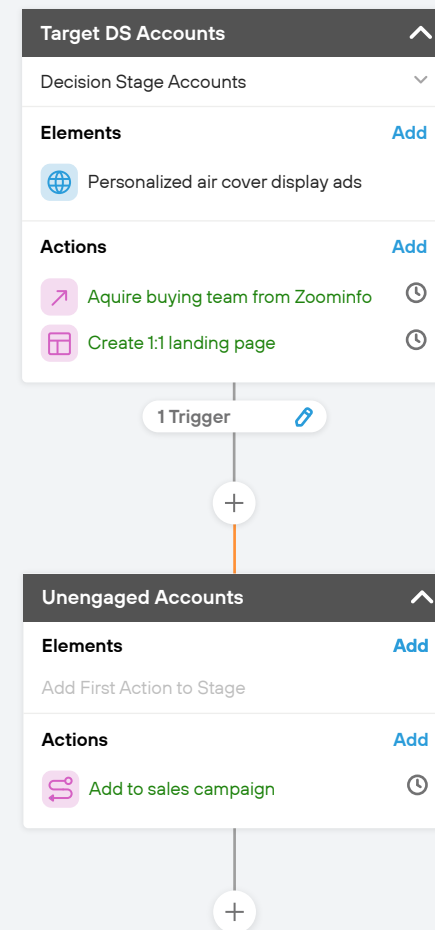
Include ☒

AND OR



Smart Score
Matches threshold > 90

Include ☒



The Triblio ABM Solution

See It Live

Orchestration Canvas

Orchestration Canvas is the latest feature of the Triblio Orchestrator, which provides a new way of creating multichannel, multistage campaigns. This module features a UI that allows marketers to orchestrate campaigns within a single 'drag and drop' visual interface.

The Canvas gives access to metrics that indicate the status of orchestrated campaigns and enables marketers to see:

- How many accounts are within each step
- How many accounts have entered the campaign
- Engagement at each stage of the campaign



Verified User
Manager in Marketing
Computer Software Company



Score 9 out of 10



Vetted Review



Verified User

Triblio: A Trailblazer in Integrated ABM Campaigns Orchestration.

The main reason we went with Triblio is its unique orchestration capabilities that allow building integrated advertising campaigns with multiple engagement elements along the buyer's journey. No other ABM product allows this breadth of functionality to break marketing channel silos.

