

# The ABM and Analytics Journey

Get to know your target accounts. With transparent account-based analytics, you have valuable intel into which accounts targeted in your ad campaign are spending time on your website. Use this information to fuel marketing and sales communication as well as funnel movement for your key accounts.

**Intrigued? Here's how to get started.**



Send your ABM list to AdDaptive and sit back as we **target the key B2B accounts** on your list **with your ads**.

**AdDaptive then returns with two analytics reports:**



**Campaign Analytics:** shows your campaign's delivery and performance.



**Site Analytics:** shows which of the accounts on your ABM list that saw your ads have interacted with your website.

**With in-depth reporting about your target accounts' interactions, you can:**



**Qualify warm accounts** even if they choose not to fill out a form, bypassing the requirements of lead gen.



**Retarget key accounts** with subsequent marketing efforts.



**Alert your sales team to which accounts are engaging with your ads and website** to fuel their outreach efforts with greater customization and knowledge.



**Move accounts through your sales funnel** accordingly.

**Leverage the power of analytics for better marketing and sales alignment.**

