

# Take the Temperature of Your Target Accounts

Gain the insights you need to determine which accounts in your ABM list are hot, warm, and cold with AdDaptive's actionable analytics report offerings.

**Hot**  
*Ready to Buy*



**Qualified leads** who have developed trust in your brand and are prepared to make a purchase

**Warm**  
*Need More Nurturing*



Accounts that have **engaged with your content** and expressed a need and interest for your products/services

**Cold**  
*Need Information*



Accounts that are **still unaware** of your brand and product/service offerings



**Now, convert your thermometer into your funnel and map your accounts' engagement levels.**

Once you've verified each target account's placement in the sales funnel, plan strategically to push them closer to purchasing with efficiency.



Retarget the **cold** accounts with brand and product awareness messaging

Continue to nurture the **warm** accounts

Pass the **hot** accounts along to your sales department

Trust in AdDaptive's analytics to take the temperature of your audience and identify which accounts should be receiving the most attention so you can push them through the sales funnel with speed and ease.