

Use advanced data-targeting to connect your marketing strategy directly to sales results

Account-Based Marketing (ABM) takes a strategic approach to target your defined organizations and decision-making personas. Using a multi-touch campaign UB's ABM solution effectively delivers the right message, at the right time, on the right media platform, engaging prospects through various stages of their buying journey.

Strategy Defined

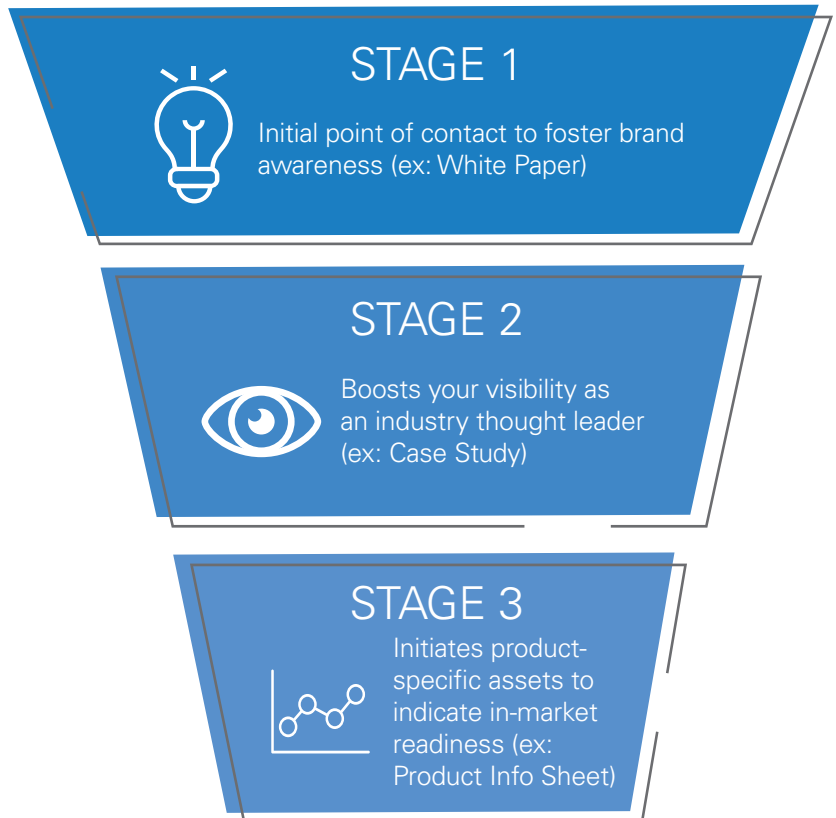
- Identify key prospects within our database (utilizing IP address, device ID, email) to create targeted audience segments.
- Target the defined segments with a series of promotional drivers - digital ad creative, emails and native content placement - in order to activate engagement at various stages in their buying journey.

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No content? No problem.

Our studio of writers and producers can develop relevant and compelling assets to support your ABM strategy.

Content Execution and Nurturing



We recommend 3-4 assets for each content execution stage. All assets are gated for lead generation. Lead will be delivered at each stage in the funnel.

68% of the B2B buying cycle is completed anonymously online before you ever talk to a prospect — Forrester

For more details and to customize your program, contact:

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