

# **ABMA:** **MASTERING 6SENSE** **FOR YOUR BUSINESS**

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## The Power of 6sense, Amplified

Is your organization leveraging the 6sense platform but struggling to capitalize on its full potential? Are you seeking expert assistance to drive strategic marketing decisions, refine campaign operations, and enhance ROI? ABMA is here to elevate your 6sense experience.

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As a trusted Account Based Marketing partner to organizations like Siemens, Dassault, Palo Alto Networks, IBM, Infosys, NTT and Okta we specialize in optimizing the 6sense platform to its utmost capability. Our team's deep-rooted expertise in 6sense empowers us to provide superior services that are tailored to your unique business needs.

## Our 6sense Services:

- 1. Automated Segment Creation:** ABMA develops and implements automated segments to streamline your audience targeting, ensuring you reach the right accounts at the right time.
- 2. Multi-channel Audience Setup:** We set up audiences that automatically populate to LinkedIn and Meta, expanding your reach and multiplying your engagement opportunities.
- 3. Campaign Build Management:** From conceptualization to execution, we oversee your campaign builds to drive desired outcomes and maximize your marketing ROI.

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- 4. Campaign Optimization:** We constantly monitor and refine your existing campaigns, leveraging 6sense insights for improved performance and higher conversion rates.
- 5. Comprehensive 6sense Reporting:** With ABMA, you not only get numbers but also actionable insights. We meticulously report 6sense data, enabling you to make informed decisions.



## Complementing 6sense – The ABMA Advantage:

### Augmentation of Reporting:

We integrate data directly from 6sense to visualize both multi-channel attribution and marketing influence more efficiently. Our time series graph showcases marketing impressions delivered to opportunities, while our visualization of non-campaign interaction points helps discover engaged accounts outside of 6sense segments.

### Additional Scoring Capabilities:

We understand that 6QA's scoring model doesn't incorporate all external and 1st party data, which is why we enrich our data with Google Analytics. This allows us to track individual sessions and utilize a full suite of measurement dimensions, accounting for significant engagement metrics like scroll depth, session duration, CTA clicks, video views, non-gated content downloads, and more.

### Scaling Additional Account-Based Channels:

While 6sense focuses on Programmatic and Paid Social Channels, ABMA helps you scale additional channels for a truly omnichannel ABM campaign. Our expertise includes Paid Search (Google + Microsoft), Content Marketing, Native Ads, CTV, Video, and Account-Based Email Marketing Strategy.

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## Partner with ABMA

With ABMA, your 6sense platform becomes more than just a marketing tool - it becomes an engine for business growth. Our comprehensive suite of services, paired with our 6sense expertise, guarantees an enhanced marketing strategy that drives tangible results.

Unlock your 6sense potential with ABMA – your success is our mission. Contact us today to explore how we can drive your business forward together.



