

# ABM Velocity

VS.

# Tofu HQ

The difference between generating content and generating pipeline — in one page.

## ABM VELOCITY BY THE NUMBERS

**14**

DAYS TO LIVE CAMPAIGN

**3-4x**

MORE CAMPAIGNS PER QUARTER

**15+**

YEARS ABM EXPERTISE

**150+**

ENTERPRISE CAMPAIGNS BUILT

## TRUSTED BY ENTERPRISE TEAMS AT

- Siemens
- Palo Alto Networks
- Verizon
- Okta
- PTC
- Medtronic

## DEMOED AT

- Forrester B2B Summit, Phoenix 2026
- Demandbase Lounge

SCHEDULE A DEMO

[abmagency.com](https://abmagency.com)

# The Intelligence Engine

Managed service · AI-augmented · Strategy-first

## WHAT IT DOES

- ✓ **McKinsey-style deep research** — 30-min autonomous account & industry analysis per account
- ✓ **Full GTM strategy generation** — channel mix, KPIs, nurture plans, messaging architecture
- ✓ **Scored creative concepting** — multiple strategic themes before a single asset is built
- ✓ **100% brand control** — full ingestion of colors, fonts, voice, do's & don'ts
- ✓ **Full-funnel asset production** — emails, LinkedIn ads, display, Meta Feed, landing pages, direct mail, InMail
- ✓ **HTML landing pages** with WYSIWYG editor + one-click Cloudflare deployment
- ✓ **Senior practitioner review** before every campaign goes live
- ✓ **All ABM motions** — 1:1, 1:Few, 1:Many, Demand Gen, Brand Awareness

## THE 14-DAY SPRINT

**01**

Days 1-3

**Deep Account Research**

**02**

Days 4-5

**Intelligence Synthesis**

**03**

Days 5-7

**GTM Strategy Generated**

**04**

Days 8-11

**Creative & Asset Build**

**05**

Days 12-14

**Deploy & Launch**

*"This is not what you get if you go into ChatGPT and prompt it directly. Every module is built on sophisticated skills developed by senior practitioners who have run ABM for close to a decade."*

— Vincent DeCastro, President & Founder, The ABM Agency

**Best for:** Enterprise B2B teams who need strategy, creative, and execution — not just faster content. Teams running 1:1 and 1:Few ABM who can't afford to sacrifice quality for speed.

# The Content Generator

Self-serve SaaS · Automated · Content-first

## WHAT IT DOES

- ✓ **Fast content generation** — emails, landing pages, and ads from CRM data in minutes
- ✓ **Intent signals** — 75+ data sources for buying intent and hiring signals
- ✓ **Native CRM integrations** — HubSpot, Marketo, Salesforce, Outreach
- ✓ **Call scripts** and sales enablement assets
- ✓ **Closed-lost re-engagement** — specific use case for reviving lost deals
- ~ **Basic brand alignment** — "on-brand" generation without deep guideline ingestion
- ✗ **No GTM strategy layer** — skips directly to content production
- ✗ **No creative concepting** — no strategic theme development before asset build
- ✗ **No human practitioner review** — fully automated, self-serve
- ✗ **No direct mail or LinkedIn InMail** output

## HEAD-TO-HEAD COMPARISON

CAPABILITY	ABM VELOCITY	TOFU HQ
Deep account research	✓ <b>McKinsey-style</b>	~ CRM + intent only
GTM strategy generation	✓ <b>Full docs + KPIs</b>	✗ None
Creative concepting	✓ <b>Scored concepts</b>	✗ None
Brand control	✓ <b>Full ingestion</b>	~ Basic
Human review	✓ <b>Senior practitioner</b>	✗ Automated only
Direct mail + InMail	✓ <b>Included</b>	✗ Not available
Landing page deploy	✓ <b>HTML + Cloudflare</b>	✓ <b>Generated</b>
ABM motions	✓ <b>1:1, 1:Few, 1:Many</b>	~ 1:1 at scale
CRM integrations	~ <b>Managed service</b>	✓ <b>Native</b>

**Best for:** In-house teams with an existing strategy who need to produce and distribute content faster. Teams who already know what to say and just need to say it at scale.

**208%**

REVENUE GROWTH FROM ABM VS. TRADITIONAL MARKETING

**77%**

OF COMPANY REVENUE ATTRIBUTED TO ABM PROGRAMS

**86%**

INCREASED WIN RATES WITH GENUINE ACCOUNT INTELLIGENCE

**71%**

OF BUYERS EXPECT PERSONALIZED EXPERIENCES

READY TO LAUNCH?

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Schedule your ABM Velocity demo