

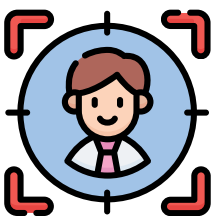
# ABX : NOT INVALIDATING, BUT AMPLIFYING ABM

Account-Based Experience (ABX) is an evolution of the traditional Account-Based Marketing (ABM) strategy. It is a more integrated approach to engaging with target accounts.

## Integration of ABX & ABM

- While ABM primarily focuses on marketing efforts, ABX extends the scope to encompass CX.
- ABX ensures tailored interaction with the target accounts throughout their journey, aligning marketing and sales efforts to create an impactful CX.

### Best Practices in ABX



Through personalization, ABX maximizes relevance, resonating with the unique challenges of each account in a way by delivering personalized content, messages, and experiences.

By harnessing data on account behaviors, preferences, and interactions, ABX enables you to tailor strategies, predict needs, and deliver experiences.



Orchestrating cohesive interactions across platforms such as social media, email, and personalized content, ABX ensures a holistic and synchronized engagement strategy.

ABM excels in initial awareness and consideration, while ABX seamlessly takes over during conversion, retention, and advocacy stages, ensuring an experience that spans the entire customer lifecycle.



In essence, ABX doesn't invalidate ABM but amplifies its impact by emphasizing the importance of holistic, customer-centric engagement strategies that transcend traditional marketing boundaries.