



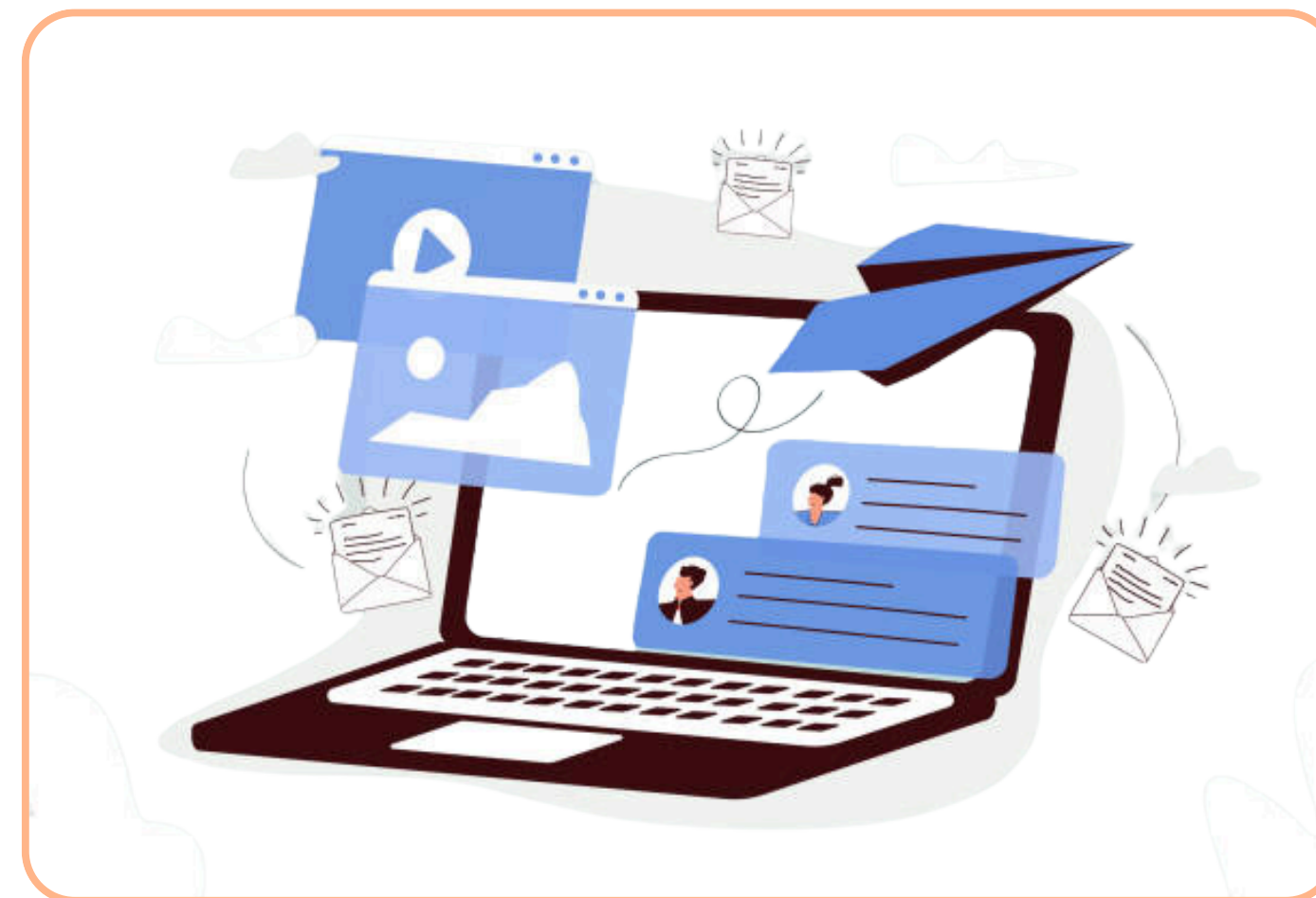
Account-based Marketing (ABM) Toolkit

Most Practical ABM tools for streamlining your marketing channels & personalized targeting.



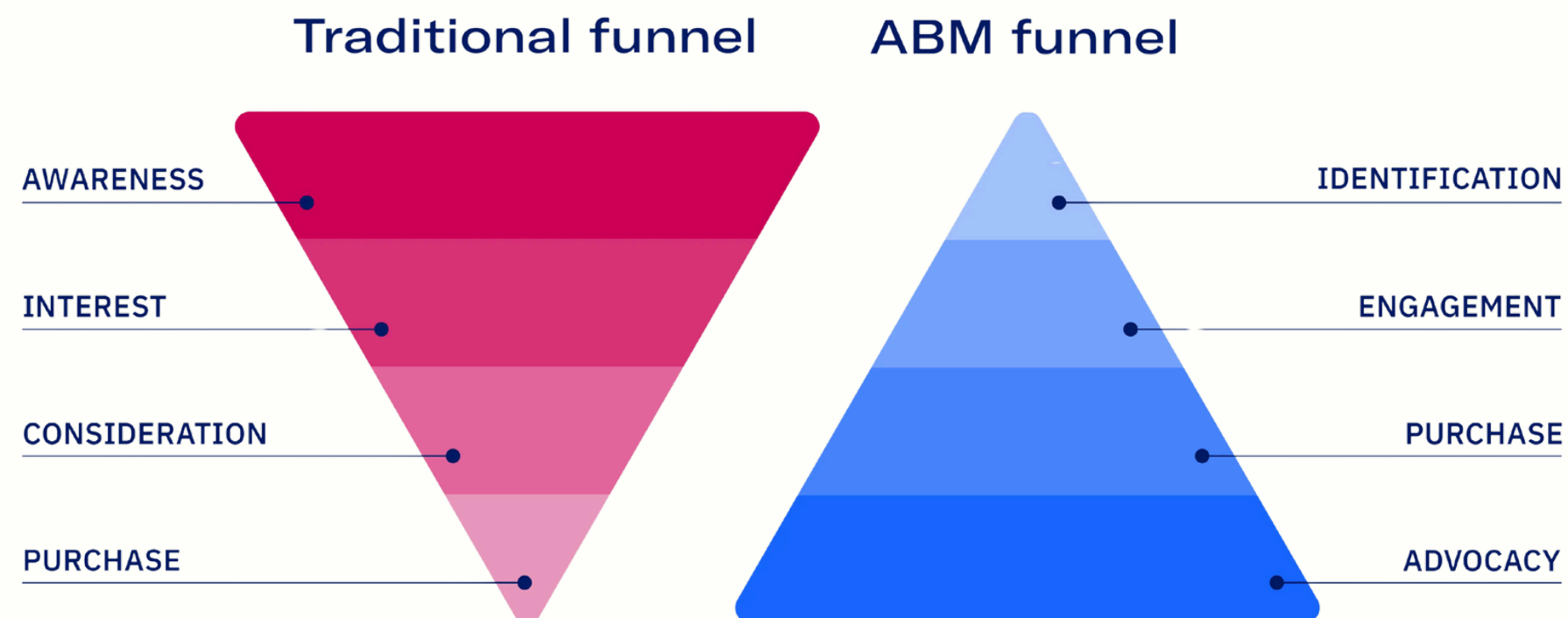
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20+ ABM Tools to Help You Drive Targeted Account Engagement and Close Deals Faster



What is ABM?

Account-Based Marketing (ABM) is a strategic approach where businesses focus on targeting and engaging high-value accounts rather than a broad audience.

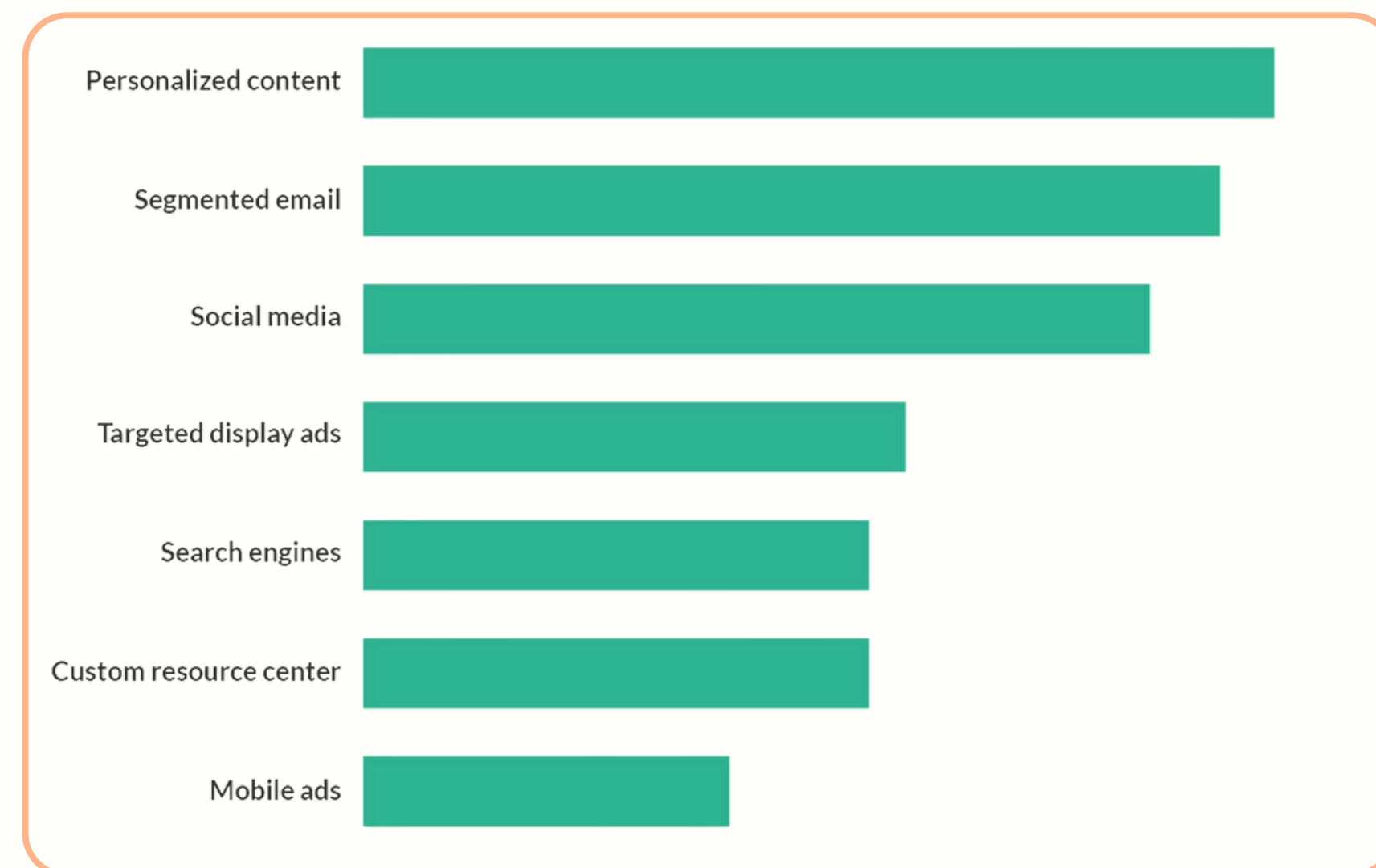


It involves personalizing marketing efforts for each account, aligning sales and marketing teams, and using data-driven insights to drive relevant, impactful interactions with key decision-makers.

Why is ABM important for your business?

Account-based Marketing (ABM) is vital for businesses looking to enhance B2B strategies. It targets high-value accounts and aligns sales and marketing to engage key decision-makers with personalized campaigns.

ABM allows businesses to focus resources on accounts with the highest revenue potential, boosting efficiency and ROI. It empowers marketing teams to create tailored content and messaging that speaks to each account's unique needs.



ABM Marketing: Most effective marketing tactics.

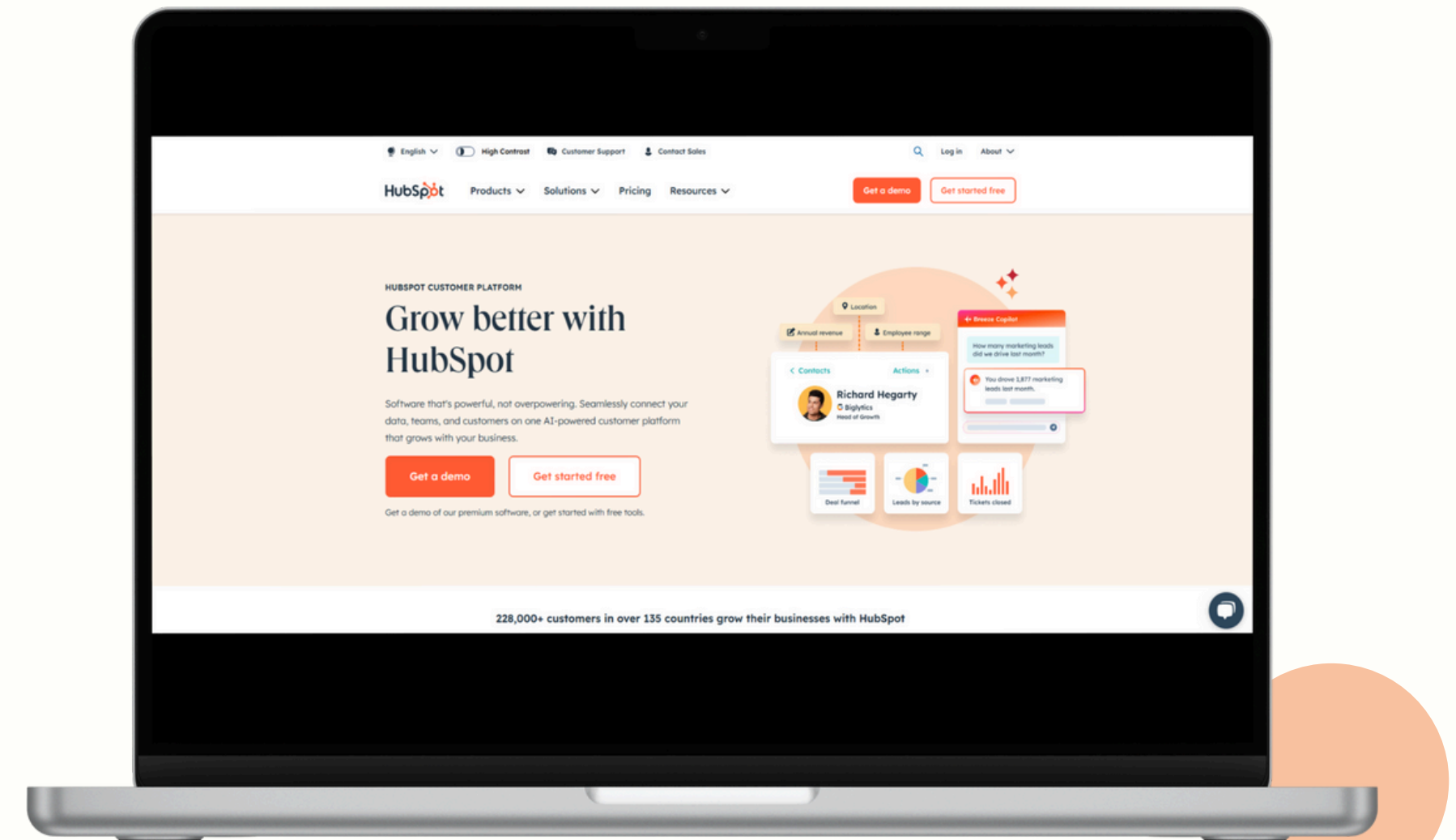
Just tap on any tool that interests **you**.

01	02	03	04	05	06
HubSpot ABM	Demandbase	Terminus	6sense	LinkedIn Sales Navigator	ZoomInfo
07	08	09	10	11	12
SalesLoft	Madison Logic	Allego	Outreach	Clearbit	Bombora
13	14	15	16	17	18
Gong.io	EngageBay	Nutshell	Pardot (by Salesforce)	ActiveCampaign	Leadfeeder
19	20	21	22		
Copper	Crystal	Trello	Folloze		

HubSpot ABM

HubSpot's ABM tools offer an integrated platform for attracting, engaging, and delighting target accounts.

A user-friendly interface allows seamless collaboration between marketing and sales teams.



Key Features

- Target account identification
- Personalized content creation
- Comprehensive reporting and analytics
- CRM integration
- Email tracking and automation



Pricing

With pricing starting at \$20/month for the Starter Plan and up to \$3,600/month for the Enterprise Plan. Starting at \$800/month, the Professional Plan offers advanced ABM features like segmentation, workflows, and targeted campaigns.

HubSpot also offers custom pricing for larger teams or specific needs.

[Read More](#)

Best for

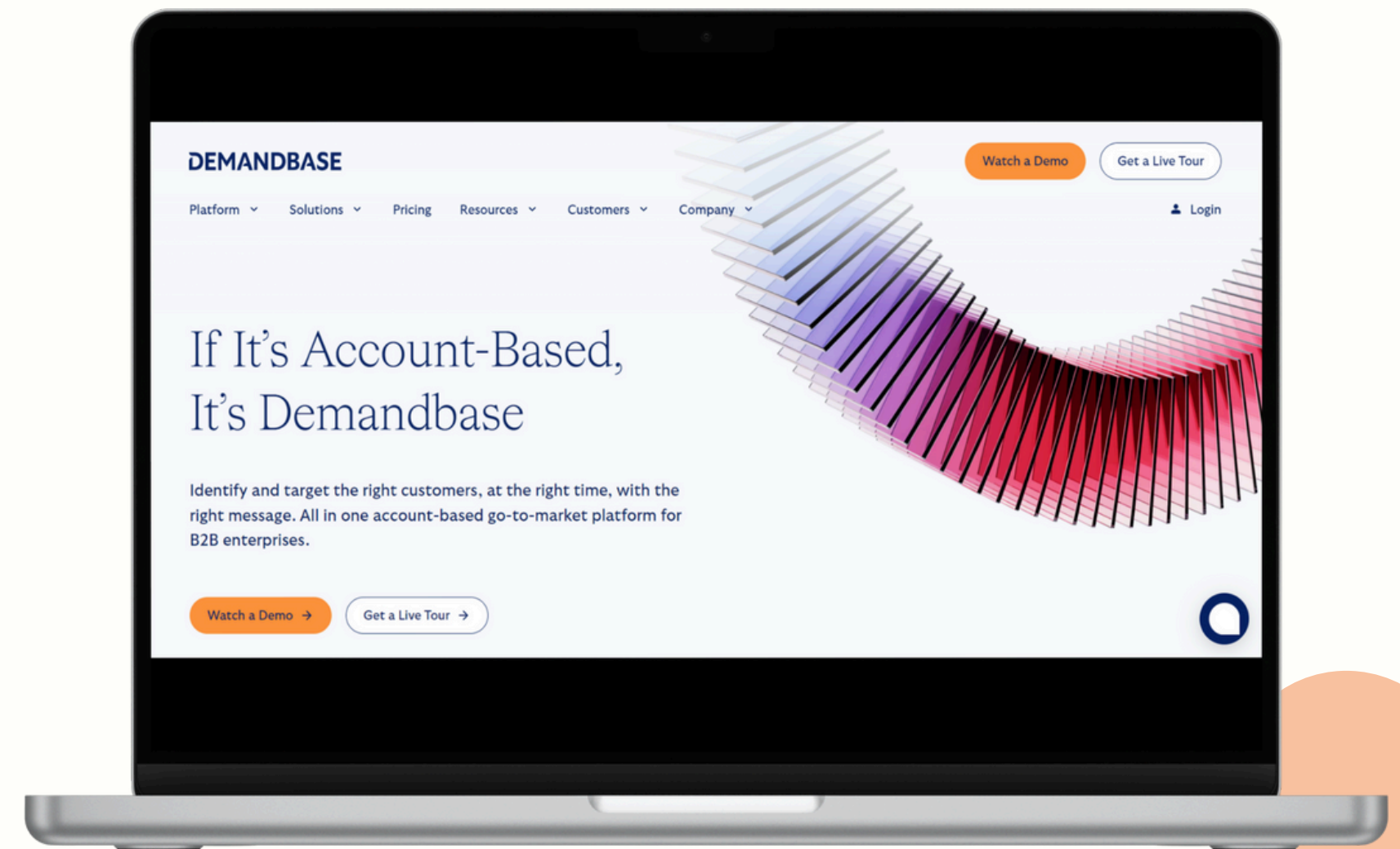
HubSpot is ideal for organizations looking for a comprehensive inbound marketing strategy.

Its all-in-one tools help teams create personalized experiences and improve collaboration.

Demandbase

Demandbase is an AI-driven ABM platform that helps businesses identify and engage target accounts through personalized marketing strategies.

It combines robust analytics with comprehensive solutions.



Key Features

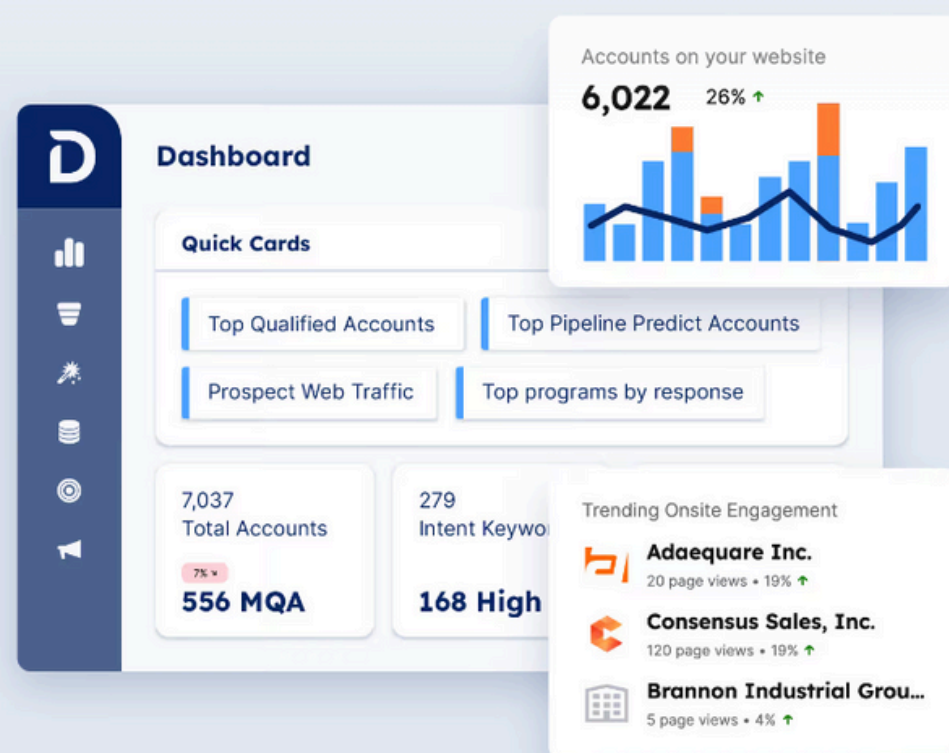
- Account identification and segmentation
- Personalized advertising
- Predictive analytics
- Engagement tracking
- Integrations with major CRMs
- Customizable reporting

Pricing

Demandbase offers custom pricing tailored to individual company needs, often starting in the thousands per month. Pricing can vary significantly based on the specific features and services selected.

Best for

Demandbase excels for large enterprises with complex sales processes. Its AI capabilities enhance targeting and personalization, making it effective for intricate B2B marketing strategies.

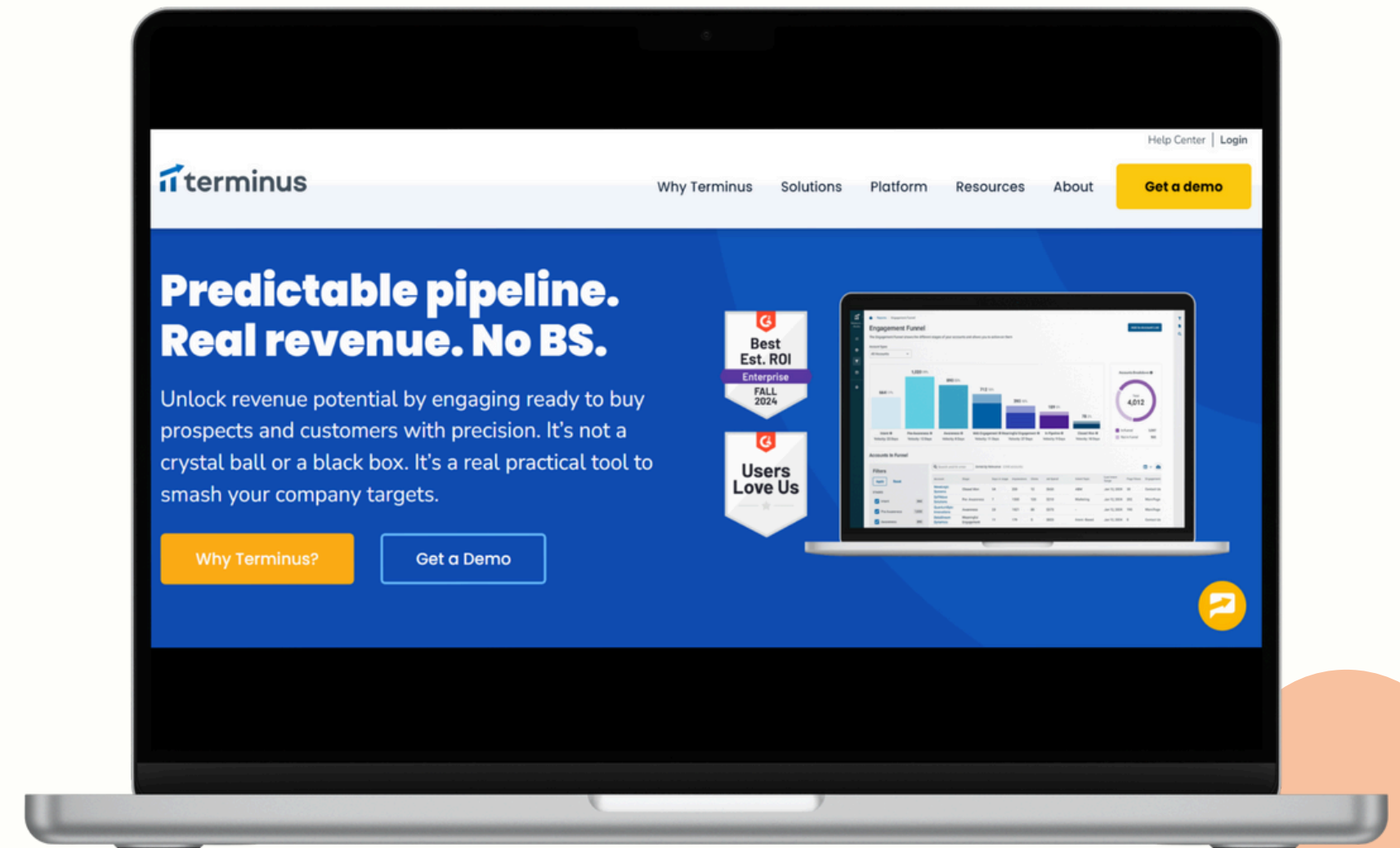


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Terminus

Terminus is a comprehensive ABM platform that allows marketers to execute account-based advertising and measure its impact across multiple channels.

It focuses heavily on engagement and analytics.



Key Features

- Target Account Identification
- Personalized Campaigns
- Account-Based Analytics
- Integrated Sales and Marketing Alignment

Pricing

Pricing for Terminus is tailored to customer needs, typically beginning around \$10 per user/month. Team Plan for \$20 per user/month and Business Plan for \$30 per user/month

Best for

Terminus is ideal for B2B marketers aiming for multi-channel outreach. Its analytics capabilities allow teams to optimize campaigns based on real-time engagement data.

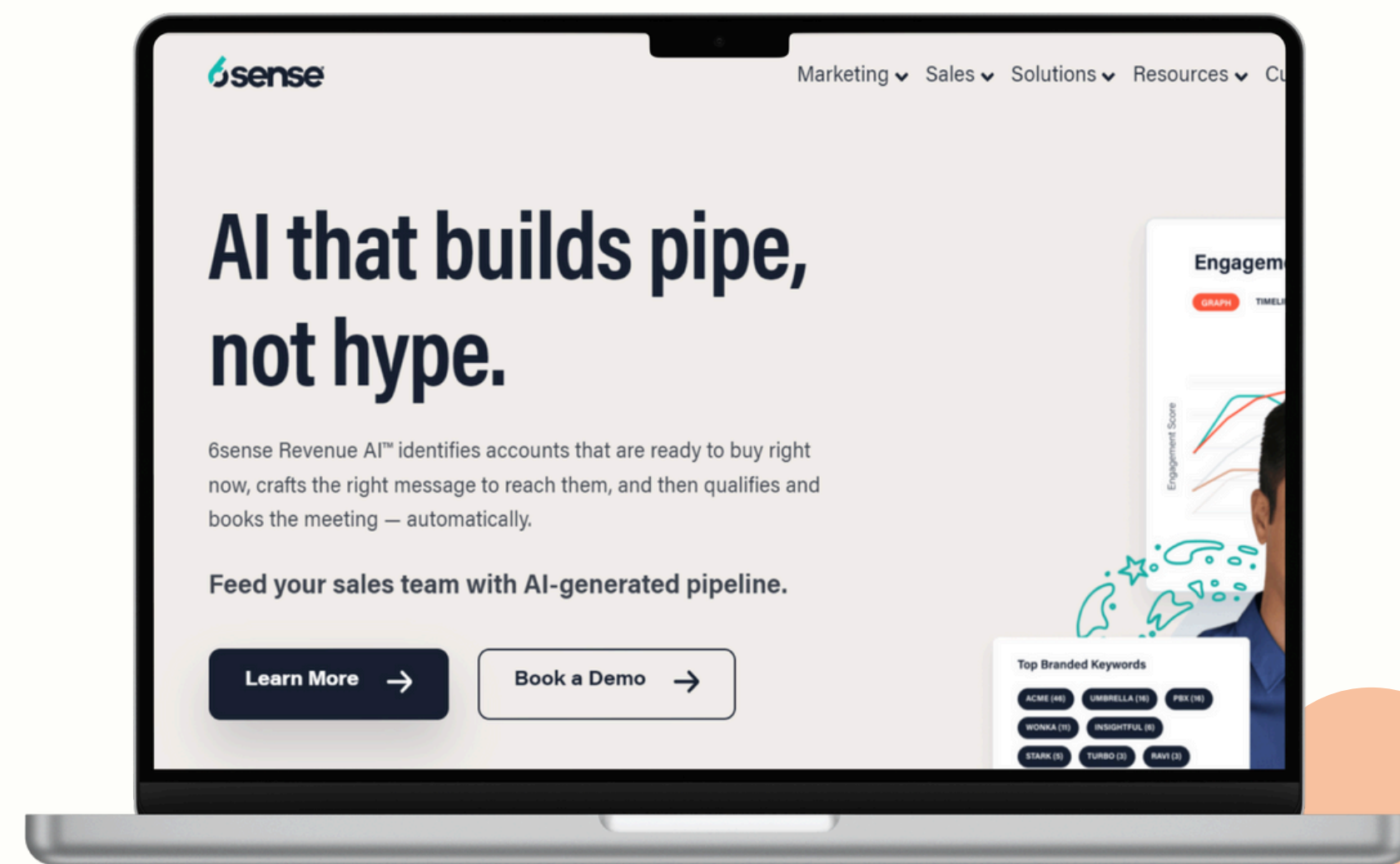


[Read More](#)

6sense

6sense leverages AI to help sales and marketing teams identify and prioritize high-value accounts.

It integrates predictive analytics and real-time insights for enhanced decision-making.



Key Features

- Engagement tracking across channels
- Pipeline insights and forecasting
- Comprehensive reporting dashboards
- Integration with CRM and marketing tools

Pricing

6sense's pricing varies widely based on the features and scale of use. It's designed to cater to businesses of different sizes with varying needs.

Best for

6sense is best for data-driven organizations that identify and engage high-value accounts.

Its insights enhance the overall effectiveness of marketing and sales strategies.

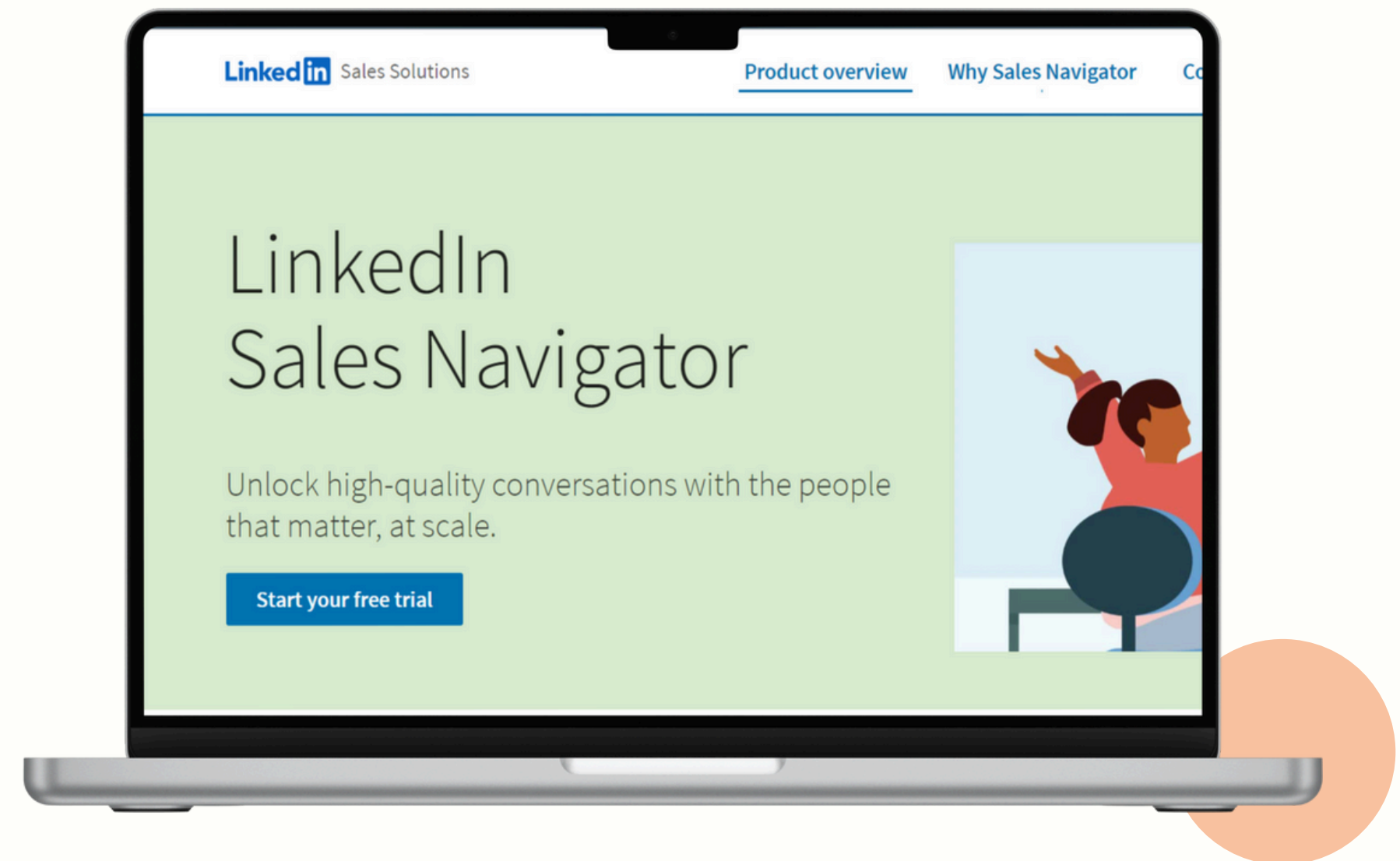
[Read More](#)



LinkedIn Sales Navigator

LinkedIn Sales Navigator helps sales professionals find prospects and build trusted relationships.

It utilizes advanced search capabilities to enhance B2B networking and outreach.



Key Features

- Advanced lead and company search
- Real-time insights on accounts and leads
- InMail messaging for outreach
- CRM integration
- Custom lead recommendations

Pricing

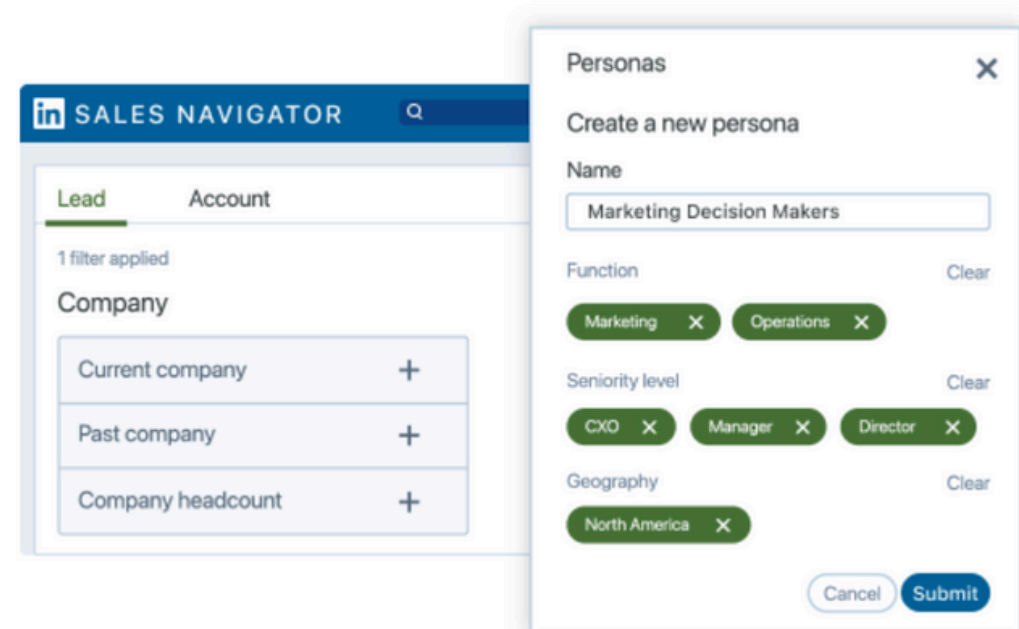
The Professional plan starts at \$69.99/month, with additional plans for teams offering expanded features. This tool is essential for leveraging LinkedIn's network for sales opportunities.

Best for

LinkedIn Sales Navigator is perfect for professionals looking to leverage social selling.

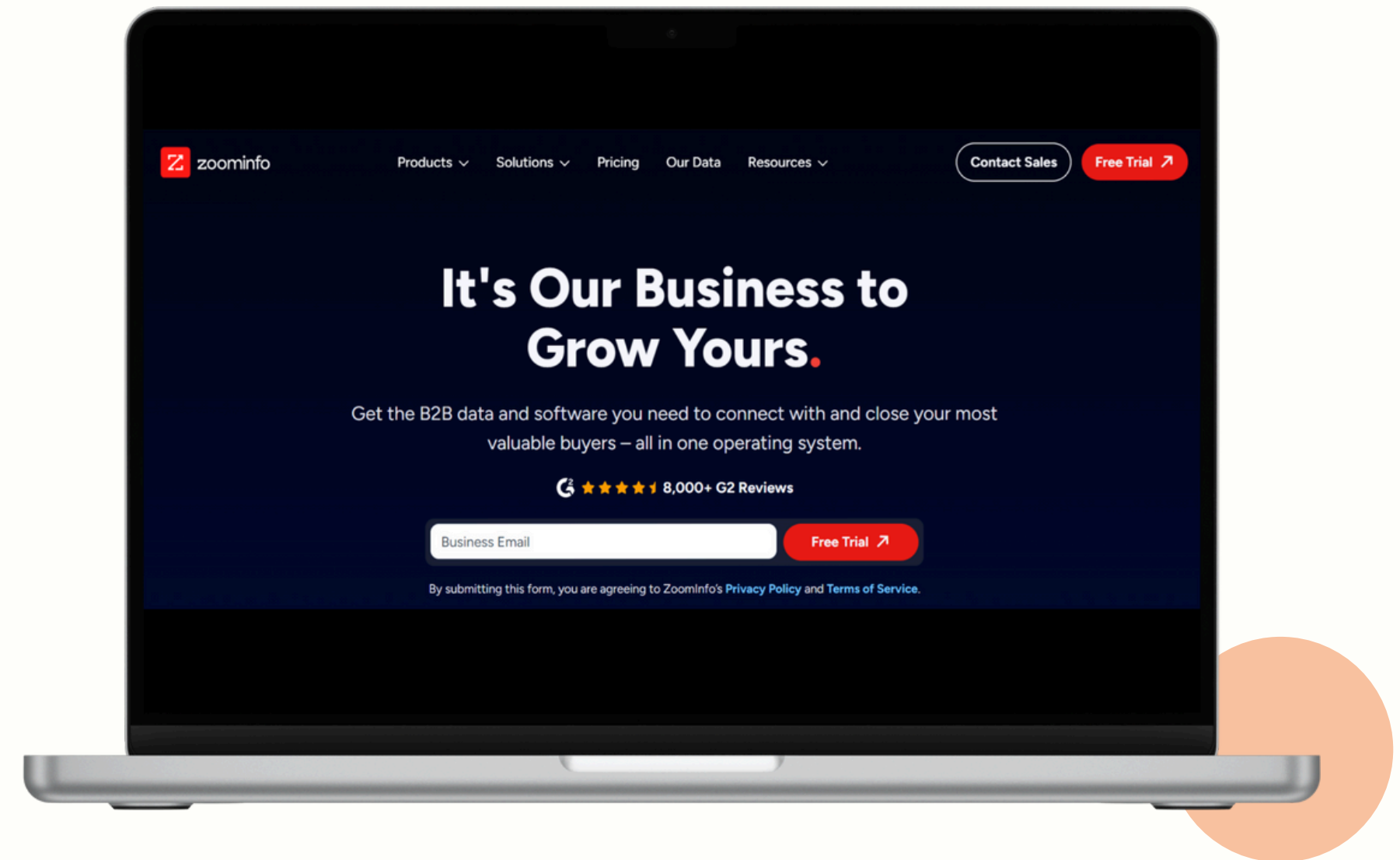
Its powerful search and networking tools facilitate meaningful connections with decision-makers.

[Read More](#)



ZoomInfo

ZoomInfo provides a comprehensive company and contact information database, enabling businesses to identify key decision-makers and improve their outreach strategies.



Key Features

- Advanced search filters for targeting
- Intent data to prioritize leads
- CRM integrations for seamless workflows
- Real-time alerts for account activities

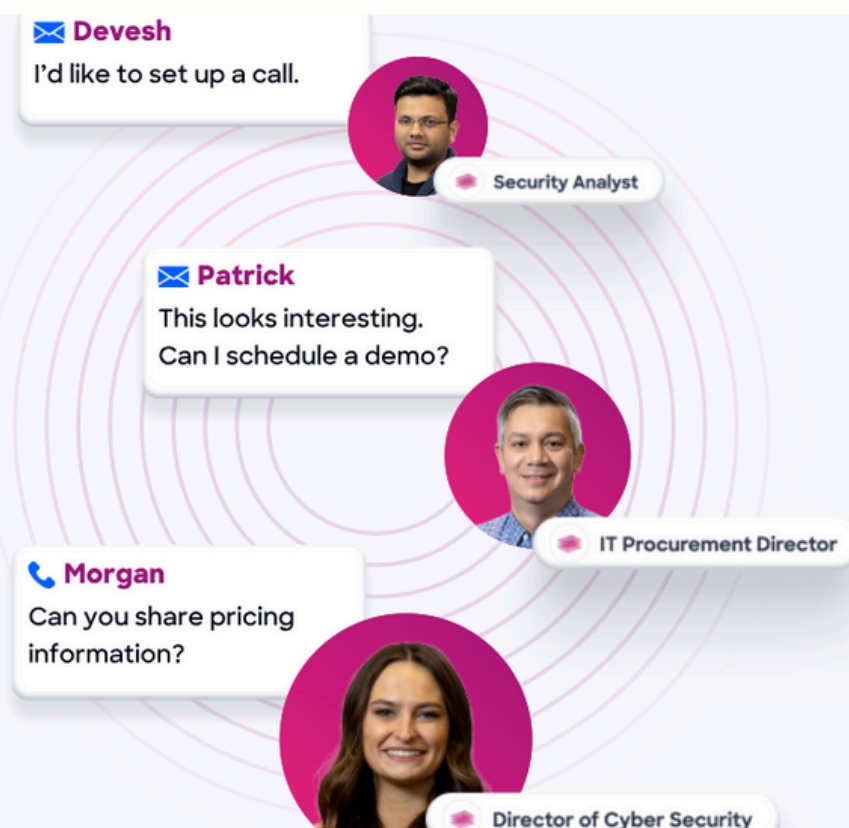
Pricing

ZoomInfo offers several pricing plans that vary based on features and user needs. Generally, they provide customized quotes based on specific business requirements.

Best for

ZoomInfo is best for organizations that need robust data to enhance their prospecting efforts.

Its extensive insights help sales teams effectively identify and engage relevant leads.

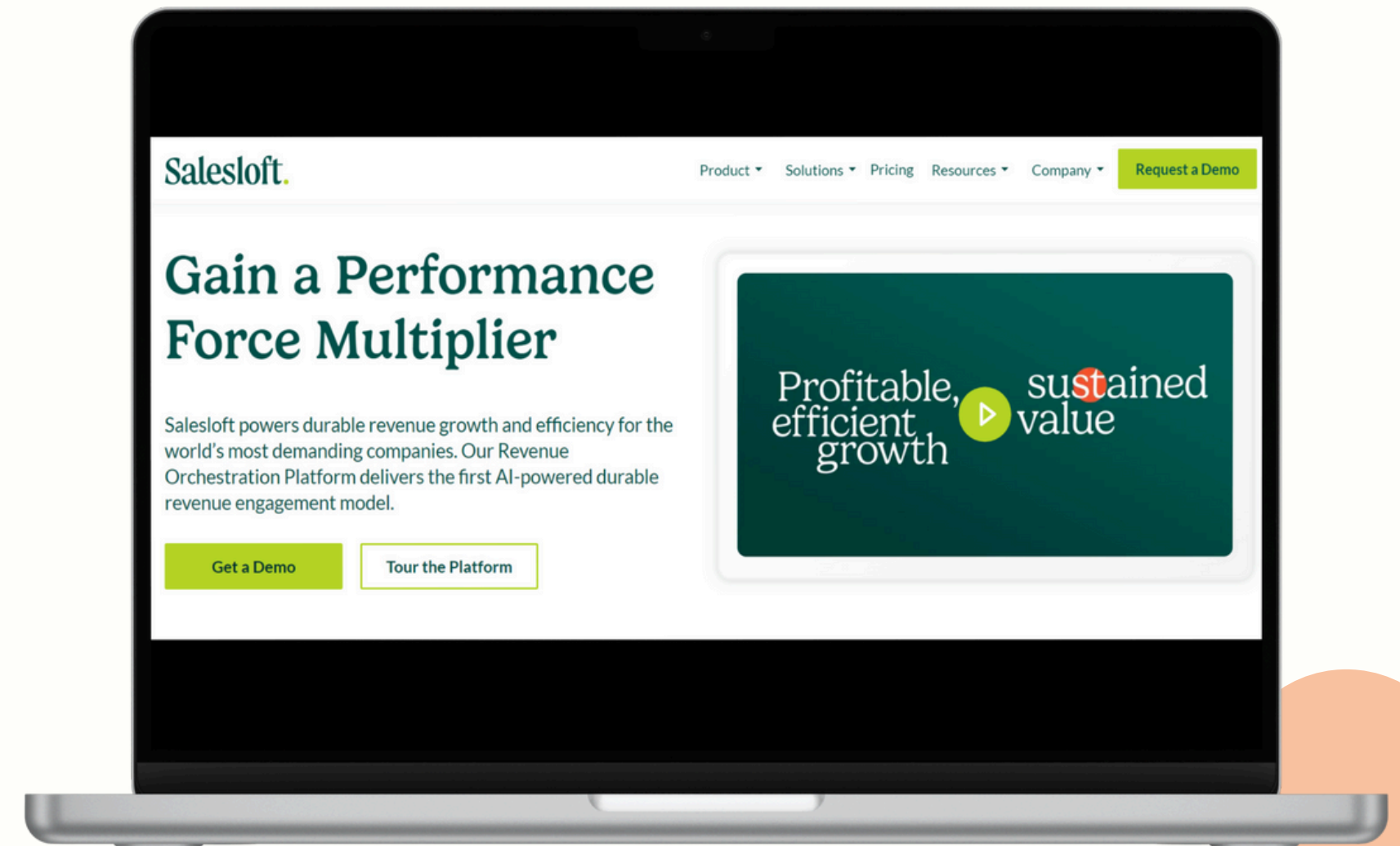


[Read More](#)

SalesLoft

SalesLoft is a sales engagement platform that helps teams manage interactions and effectively engage target accounts.

It focuses on improving outreach and enhancing sales strategies.



Key Features

- Email tracking and automation
- Call tracking with integrated dialer
- Analytics and reporting on engagement
- CRM integration for data management

Pricing

SalesLoft offers custom pricing tailored to individual company needs. Pricing can vary significantly based on the specific features and services selected.

Best for

SalesLoft is ideal for sales teams focused on improving engagement strategies.

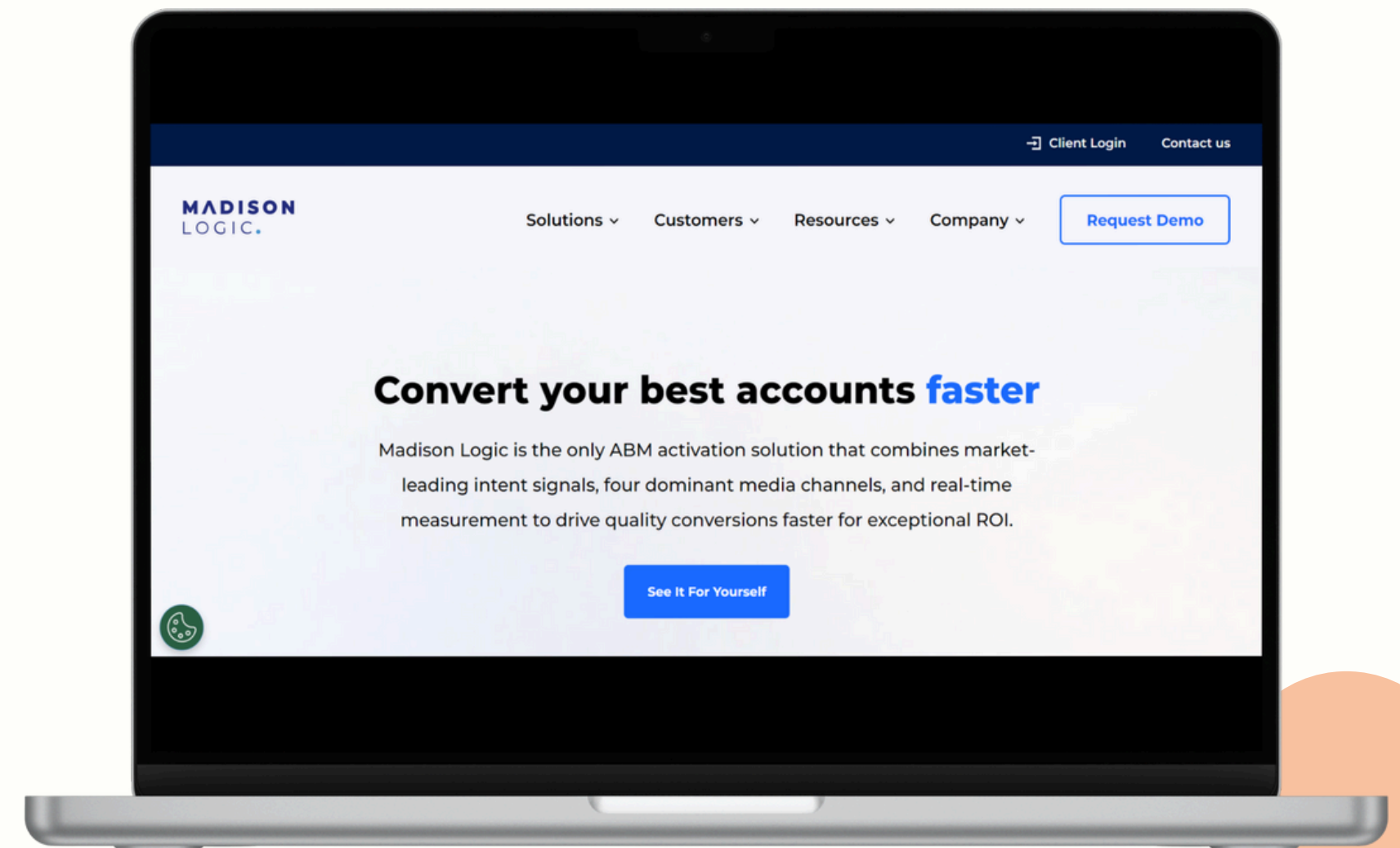
Its tools for tracking interactions and analyzing performance help boost conversion rates.



[Read More](#)

Madison Logic

Madison Logic specializes in account-based marketing through targeted advertising and analytics, driving engagement with key accounts. Its solutions focus on measurable results.



Key Features

- Account-based advertising solutions
- Data-driven targeting insights
- Multi-channel campaign management
- Lead generation tools

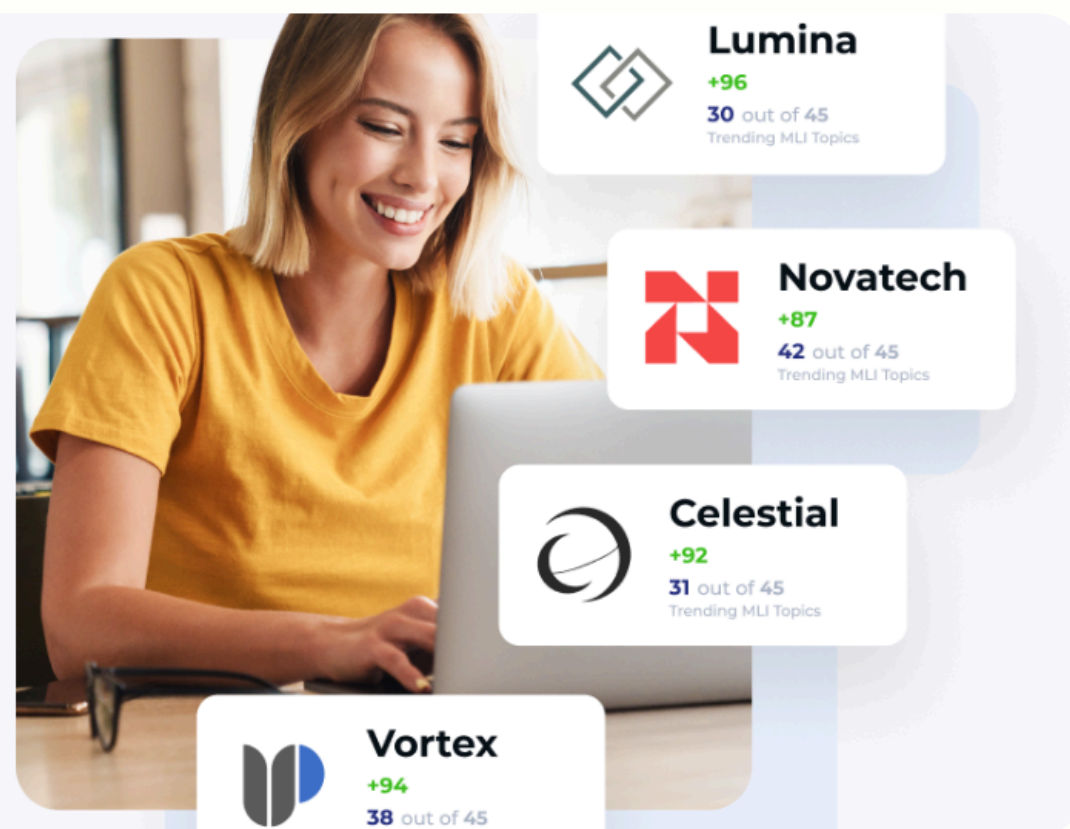
Pricing

Pricing is customized based on the required solutions, which can include various account-based marketing tools.

Best for

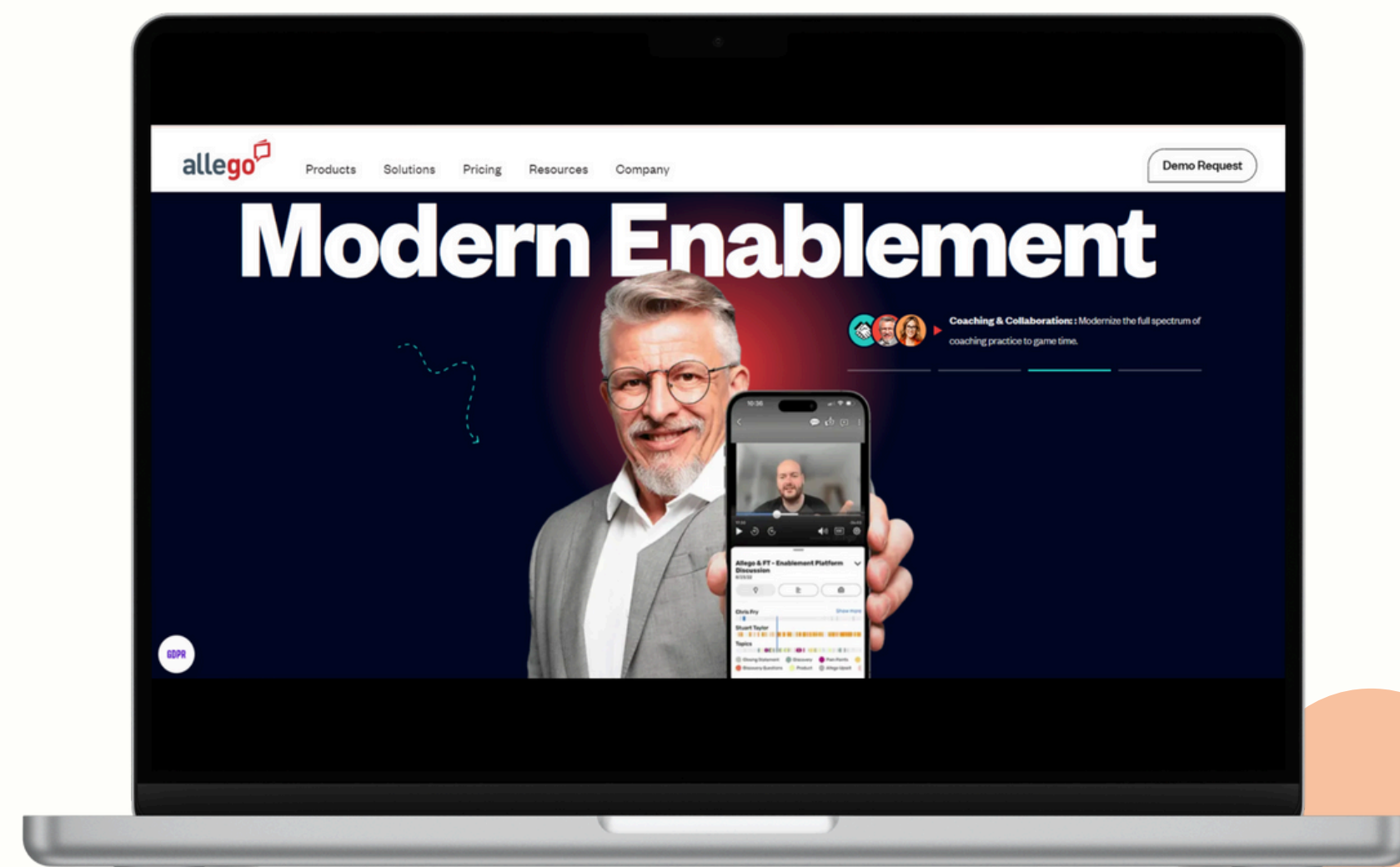
Madison Logic excels in targeted advertising campaigns.

Its emphasis on data-driven strategies helps marketers effectively reach and engage valuable accounts.



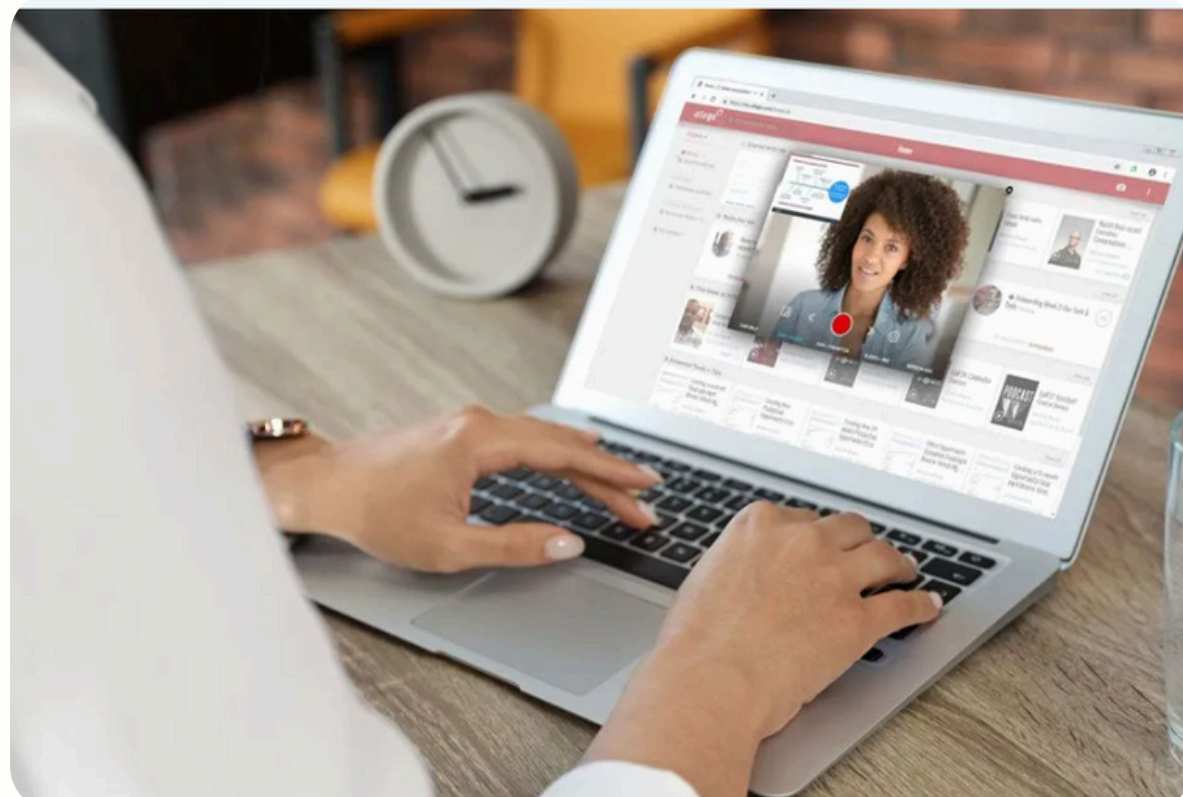
Allego

Allego is a sales learning and enablement platform that equips teams with tools for engaging target accounts through effective training and content sharing.



Key Features

- Video-based training modules
- Centralized content management
- Real-time feedback and coaching
- Analytics on content engagement



Pricing

Allego's pricing is based on the number of users and features needed, typically starting at around \$2,500/year, making it suitable for teams looking to enhance their sales training.

[Read More](#)

Best for

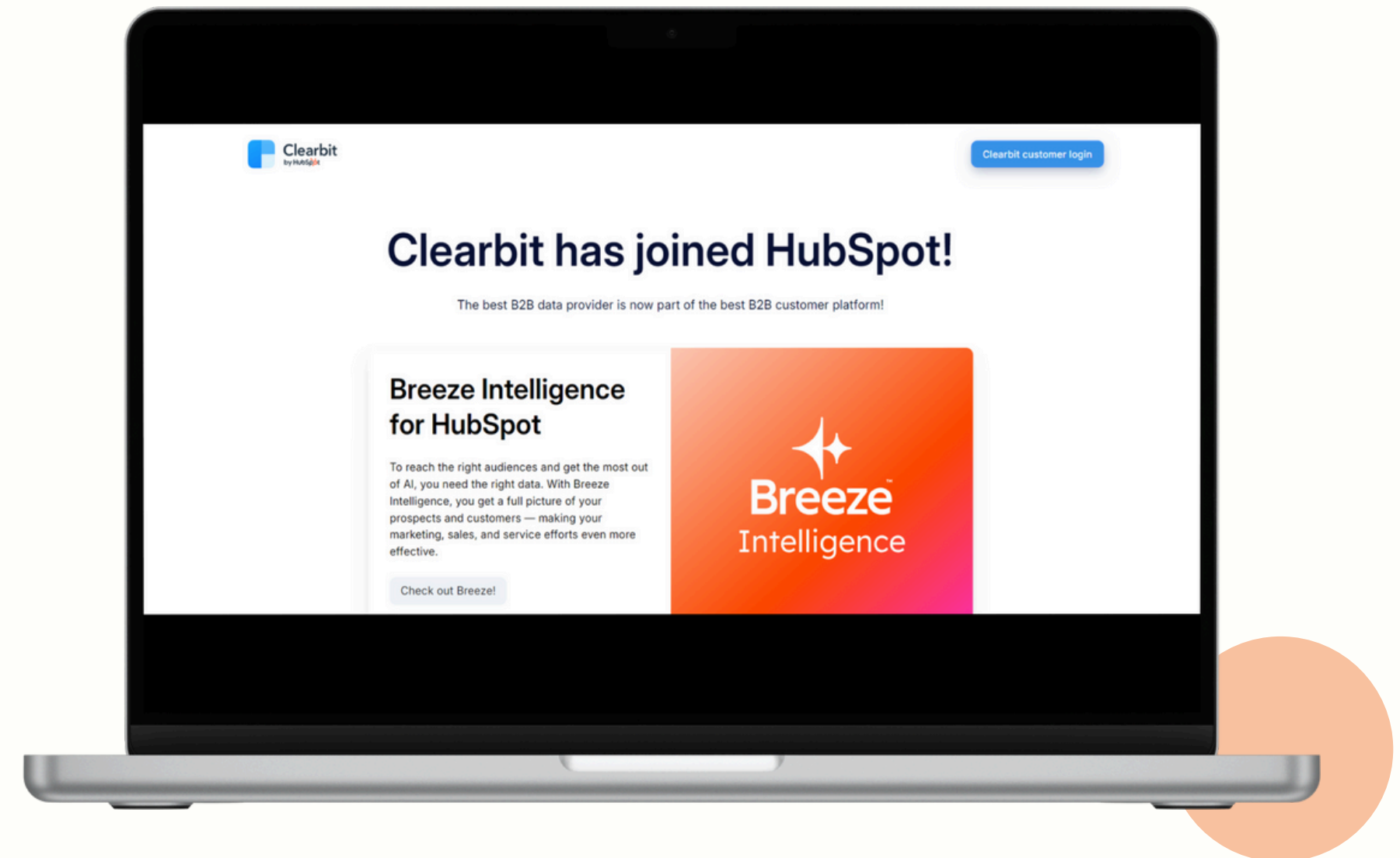
Allego is best for organizations enhancing their sales team's skills.

Its training and content-sharing features ensure that sales reps are well-equipped to engage target accounts effectively.

Clearbit

Clearbit offers data enrichment and lead generation solutions, helping businesses uncover valuable insights about their target accounts.

It enhances marketing effectiveness with rich data.



Key Features

- Data enrichment for lead profiles
- Real-time alerts on company changes
- Intent data for lead prioritization
- API access for custom integrations

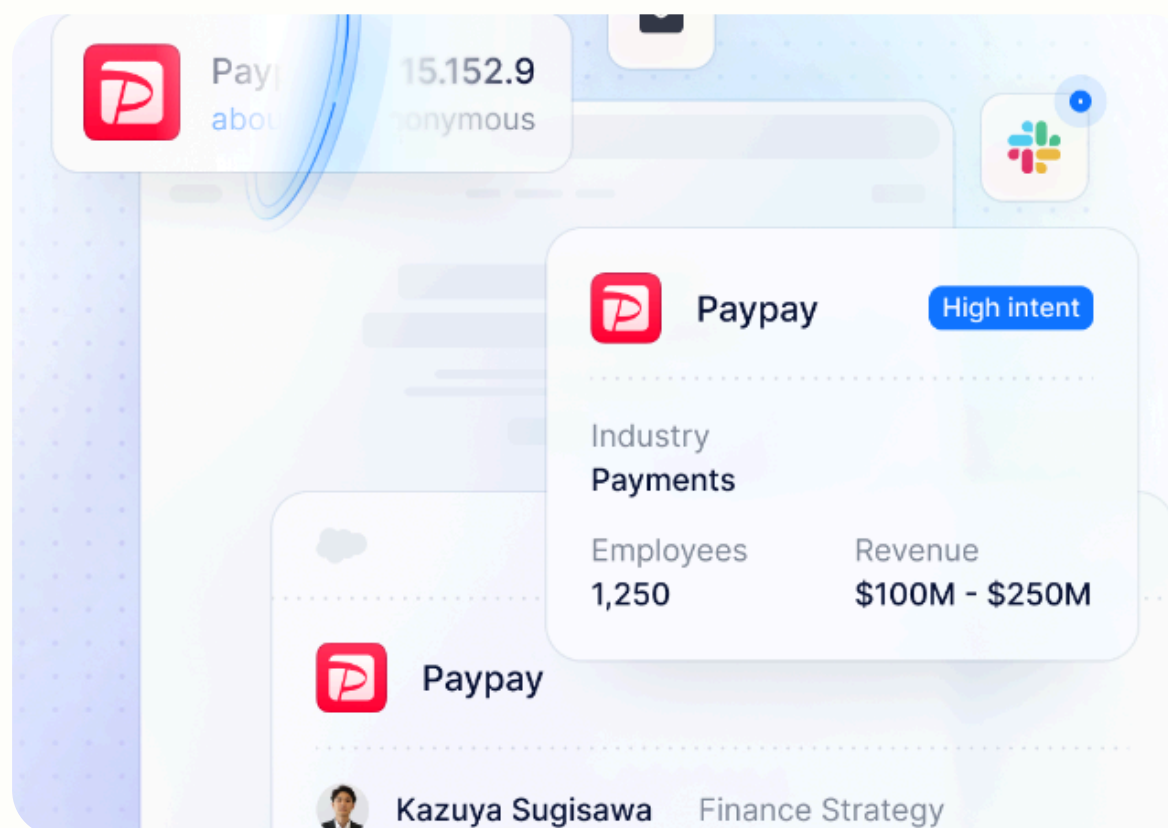
Pricing

Clearbit's pricing begins at approximately \$15,000/year, designed for businesses needing extensive data enrichment and insights. This reflects its tailored solutions for larger enterprises.

Best for

Clearbit is ideal for companies enhancing lead qualification processes.

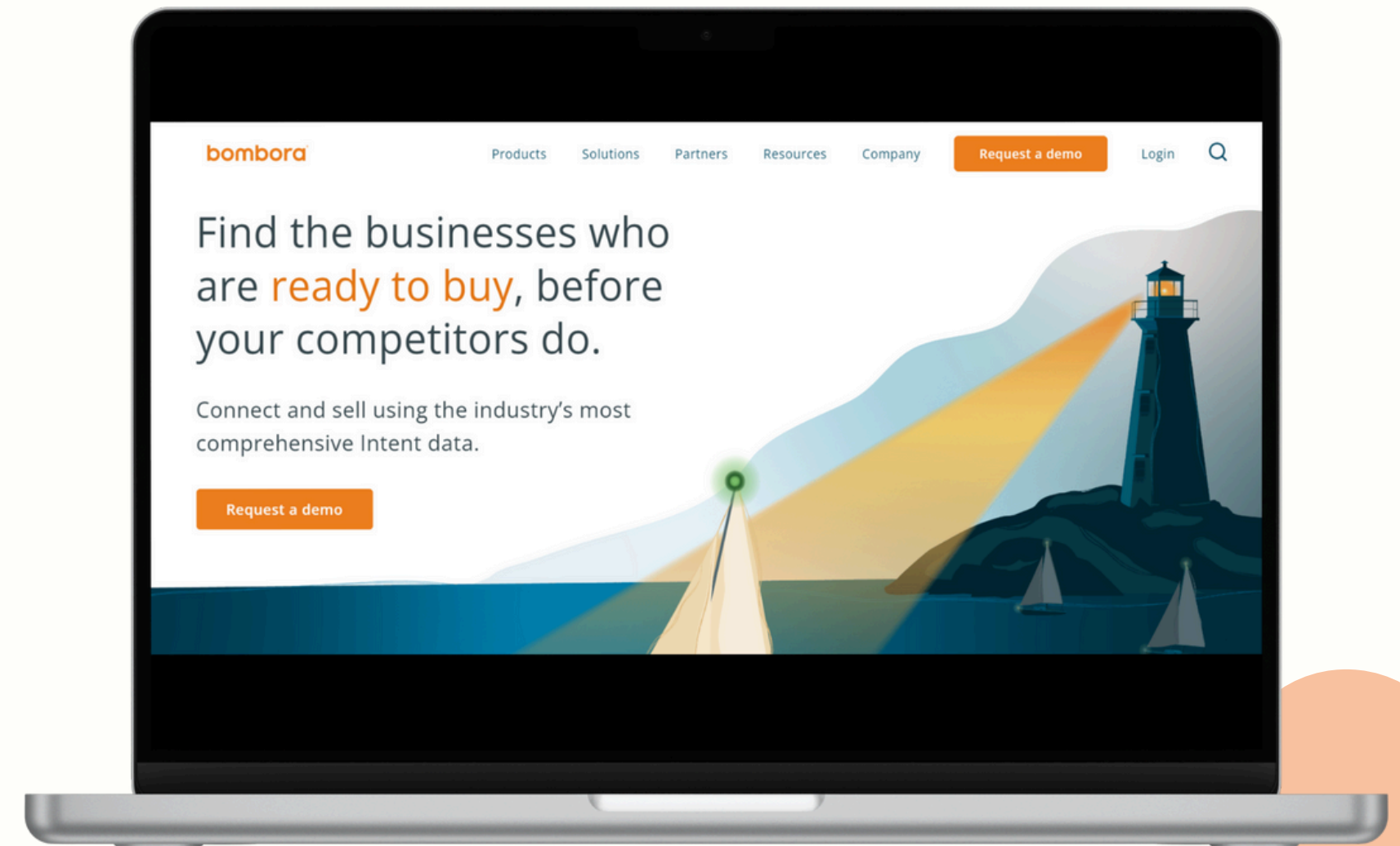
Its data enrichment capabilities allow teams to gain deeper insights into prospects for more personalized outreach.



Bombora

Bombora offers intent data to help marketers identify companies interested in their products.

This enables targeted outreach to key accounts and supports strategic marketing decisions.



Key Features

- Intent data for identifying buying signals
- Company insights for targeting
- Account prioritization
- Integration with major marketing platforms

Pricing

Bombora offers custom pricing based on your organization's needs, focusing on the volume of data and specific features like intent data and analytics tools. It's best to contact their sales team directly for tailored pricing information.

[Read More](#)

Best for

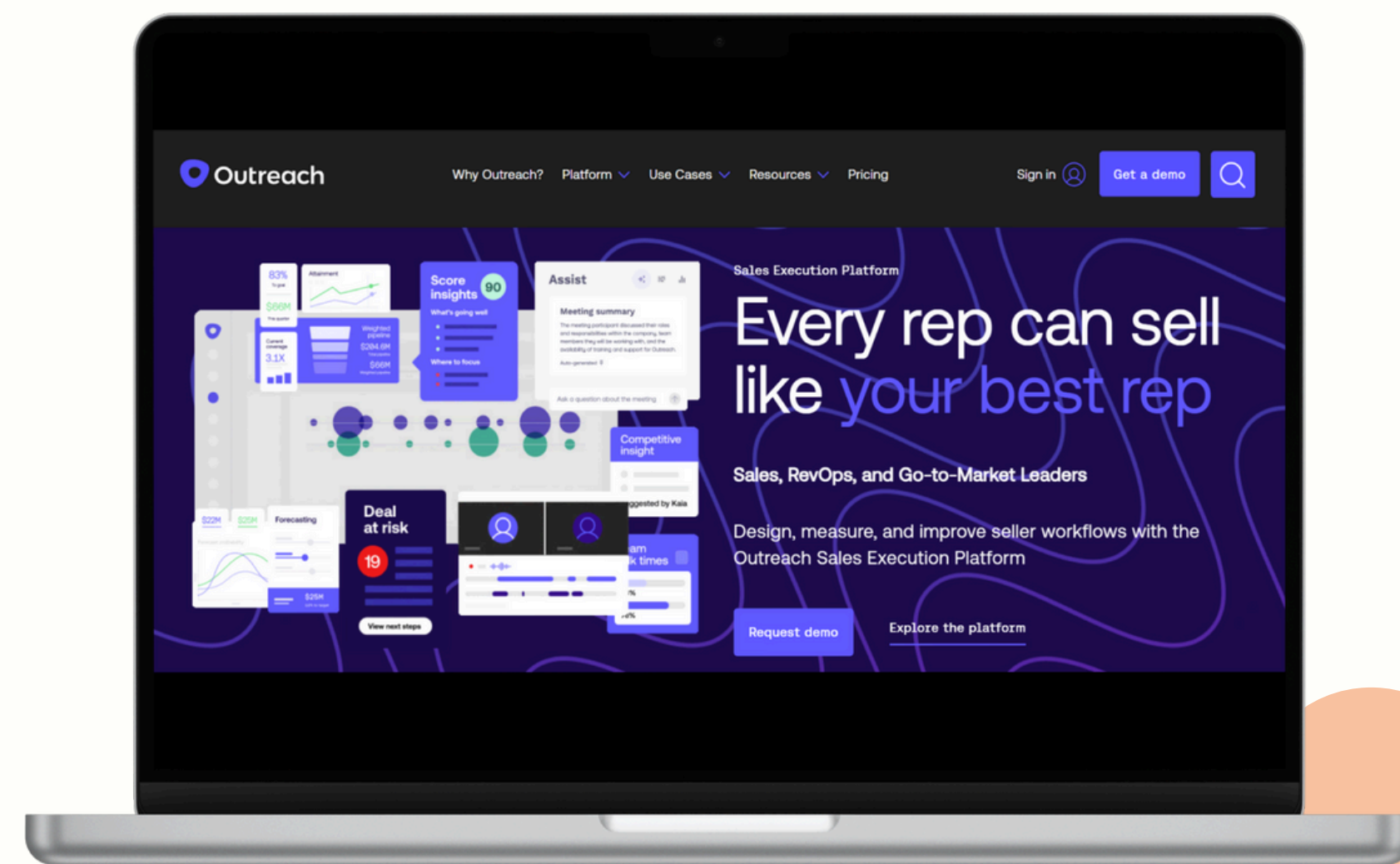
Bombora is best for businesses that leverage intent data to optimize marketing strategies.

Its insights allow teams to reach out to potential buyers proactively, increasing conversion chances.



Outreach

Outreach is a sales engagement platform that enhances ABM strategies through automation and analytics, helping teams connect with target accounts efficiently.



Key Features

- Email and call tracking with automation
- Detailed analytics on sales activities
- CRM integration for data management
- Customizable workflows and playbooks

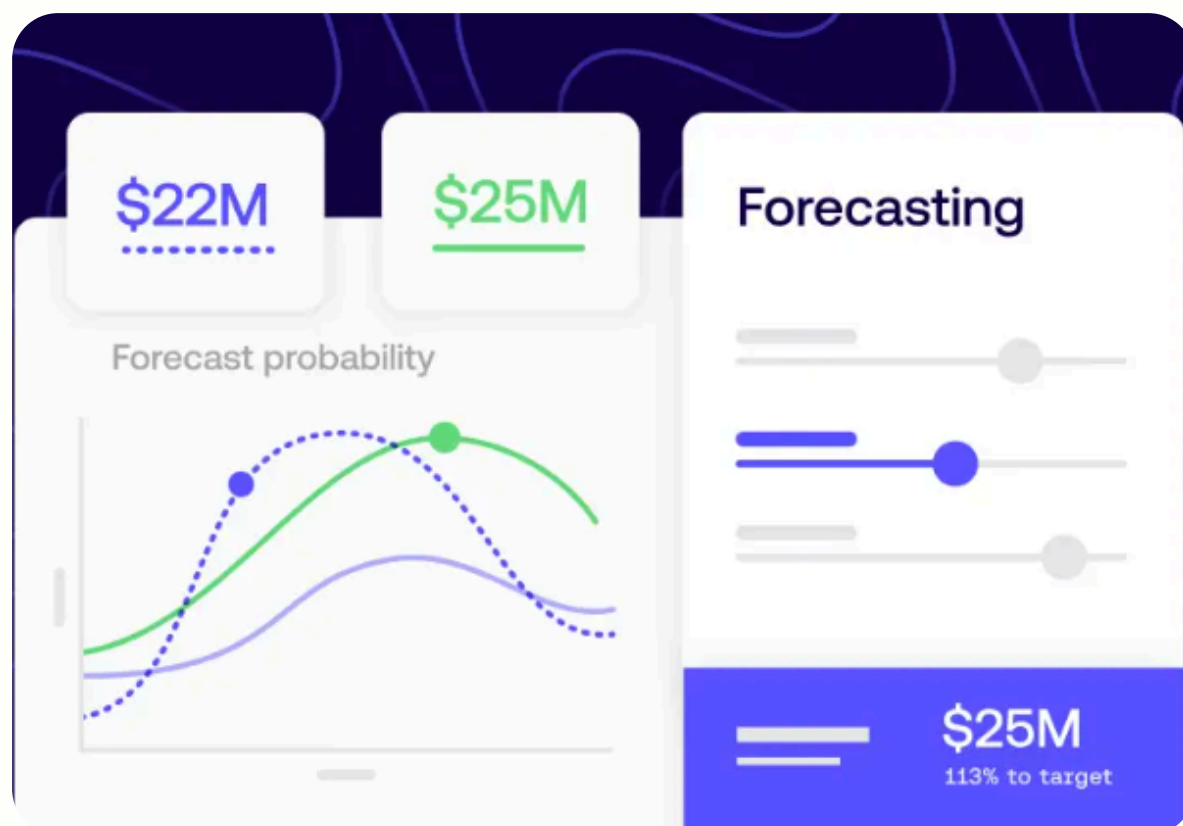
Pricing

Outreach typically starts at around \$100/user/month, providing various features to streamline sales processes with customizable options for larger organizations.

Best for

Outreach is ideal for sales teams looking to streamline engagement efforts.

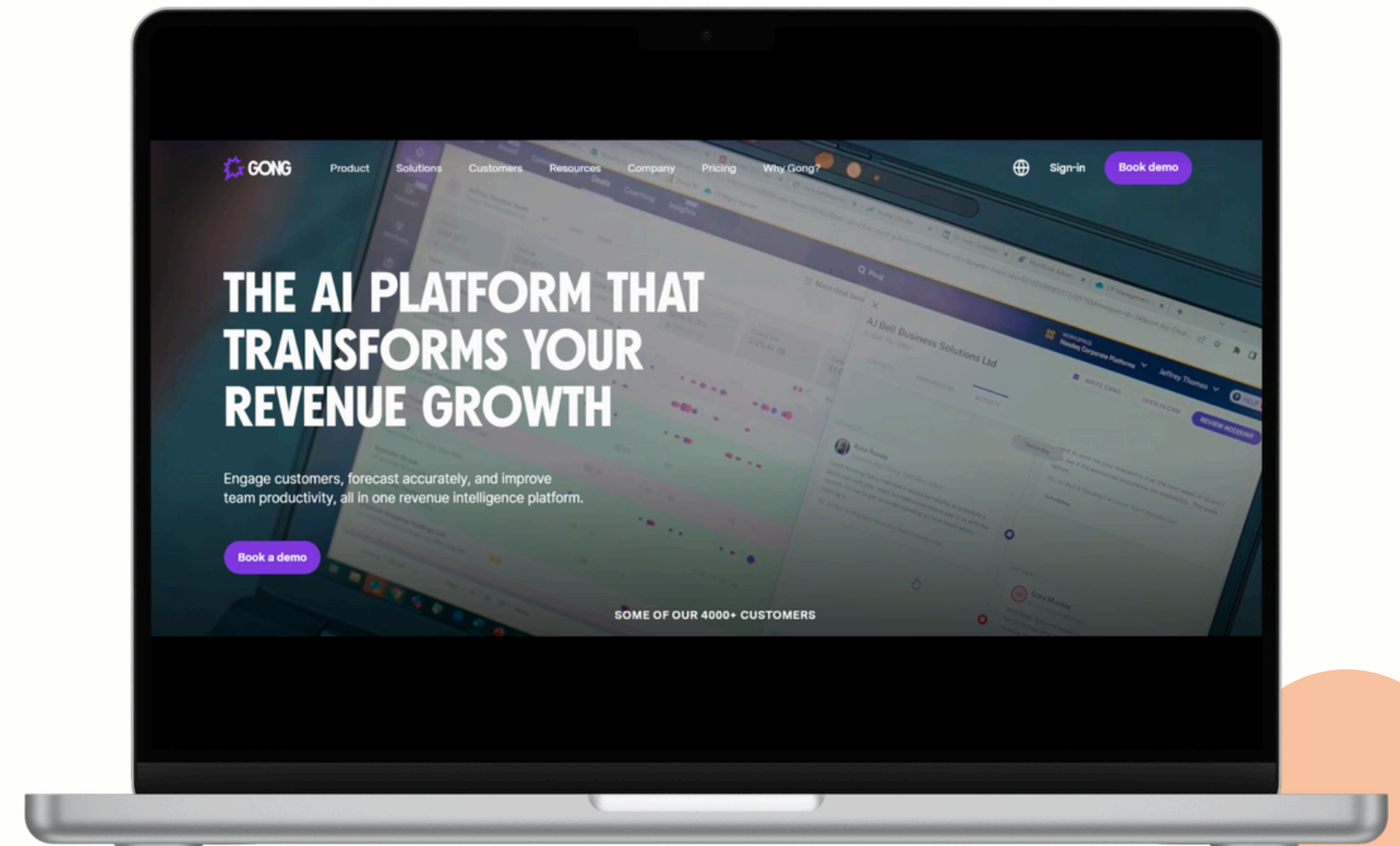
Its robust automation and analytics features help optimize outreach strategies for better results.



[Read More](#)

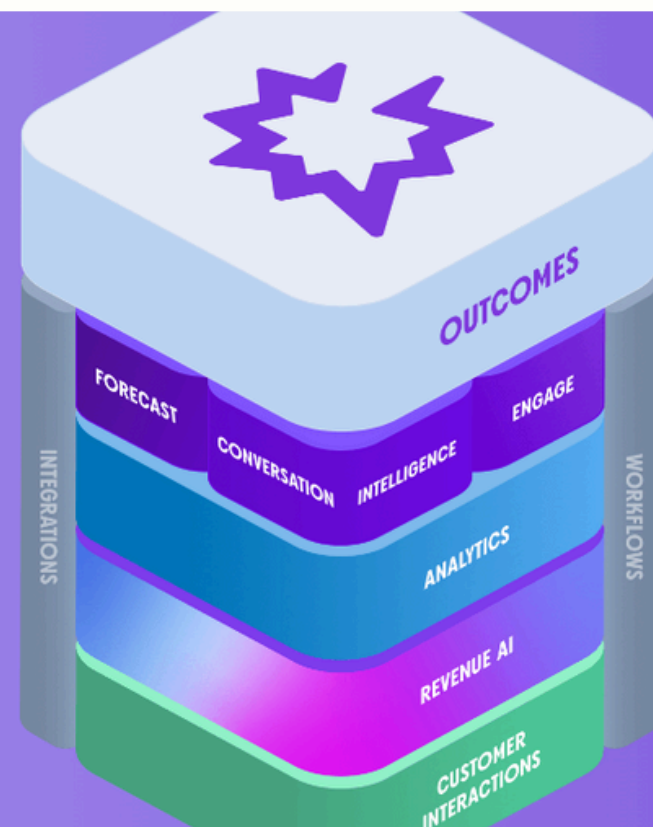
Gong.io

Gong.io analyzes sales conversations to provide insights into how teams engage with target accounts, helping optimize the sales process and improve performance.



Key Features

- Conversation analytics for insights
- Pipeline management tools
- Performance tracking and benchmarking
- Integration with CRM systems



Pricing

Gong.io's pricing is custom and varies widely, usually starting in the thousands per year based on the size of the business and the features required. It's designed for comprehensive sales analytics.

[Read More](#)

Best for

Gong.io is best for organizations looking to enhance sales conversations through data analysis.

Its insights empower teams to refine messaging and improve engagement with target accounts.

EngageBay

EngageBay is an all-in-one marketing, sales, and support platform for small- to medium-sized businesses to effectively manage their ABM strategies.



Key Features

- Email marketing automation
- CRM features for lead management
- Landing page and form builder
- Helpdesk and ticketing system

Pricing

EngageBay offers a free tier, with paid plans beginning at \$12.99/user/month, providing cost-effective options for small businesses to leverage marketing automation tools.

[Read More](#)

Best for

EngageBay is perfect for small businesses seeking a comprehensive and affordable ABM solution.

Its integrated features simplify marketing, sales, and customer support management.

Email Marketing



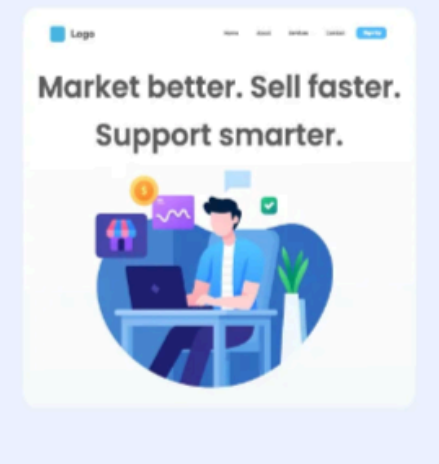
Lead Generation tools



Marketing Automation

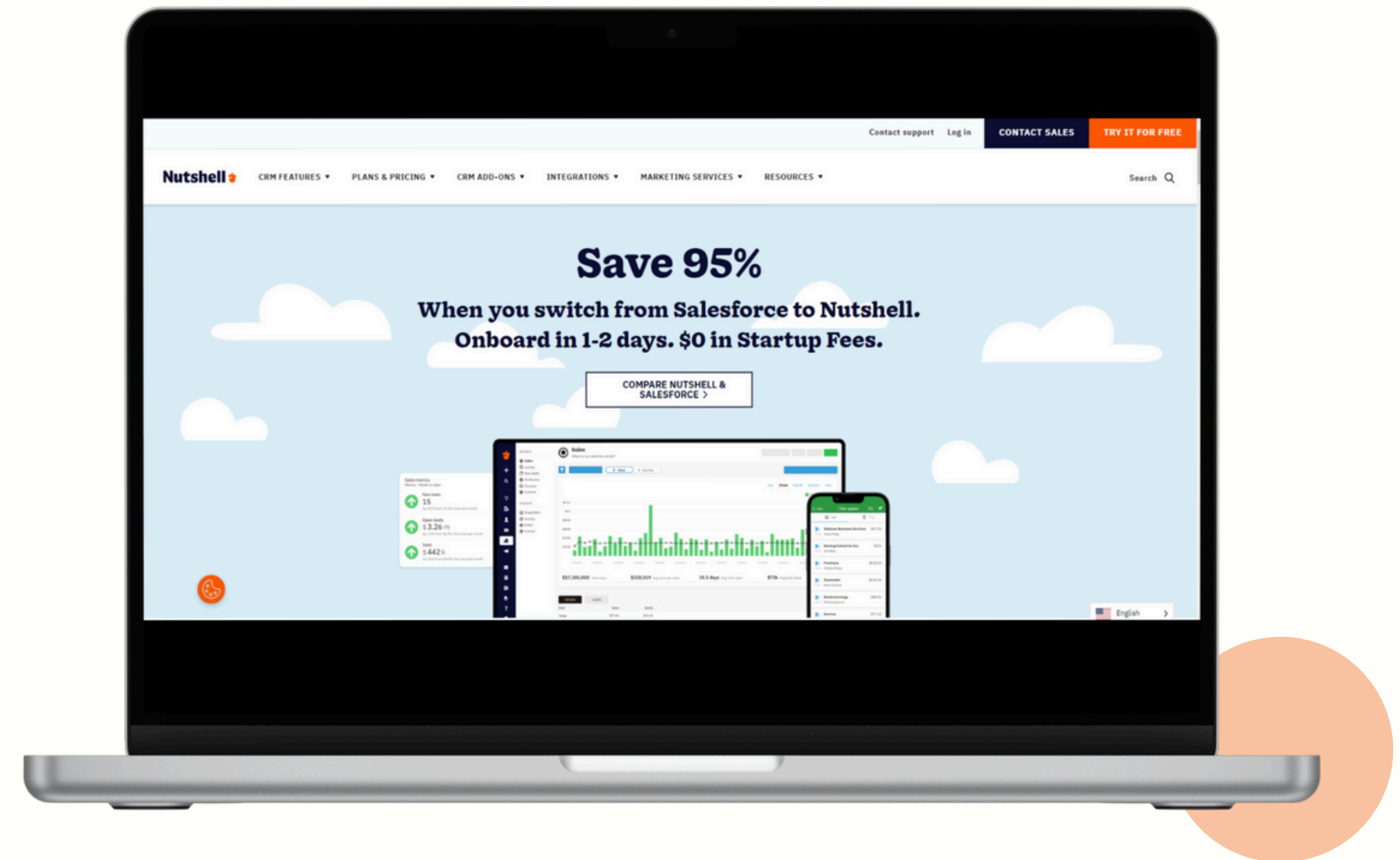


Landing Pages



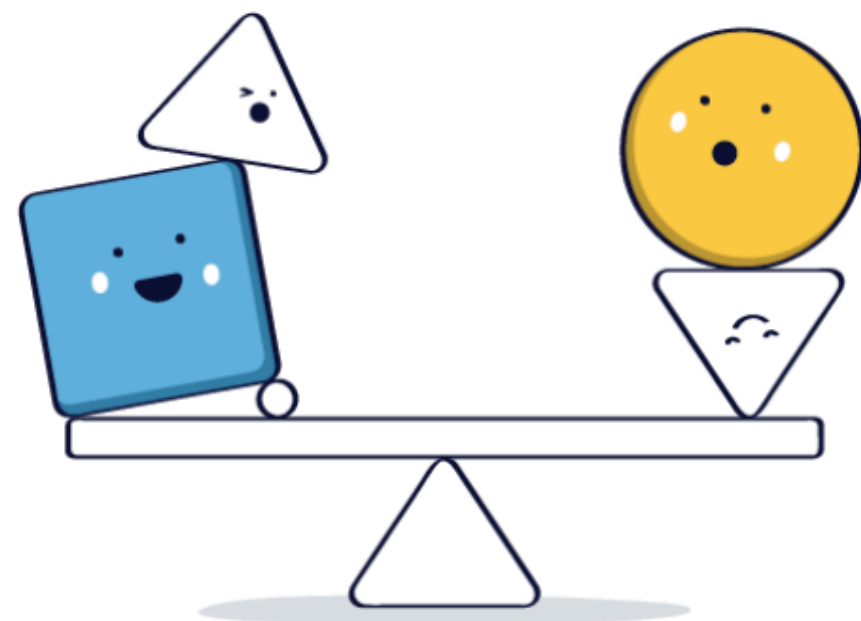
Nutshell

Nutshell is a user-friendly CRM with robust reporting and sales pipeline features, making it perfect for small businesses implementing ABM strategies.



Key Features

- Sales pipeline management tools
- Contact and lead management capabilities
- Robust reporting and analytics
- Email tracking and integration



Pricing

Pricing for Nutshell starts at \$16/user/month for the Starter plan, providing essential CRM features, \$42/user/month for the Pro Plan, with options to scale up for more advanced tools.

[Read More](#)

Best for

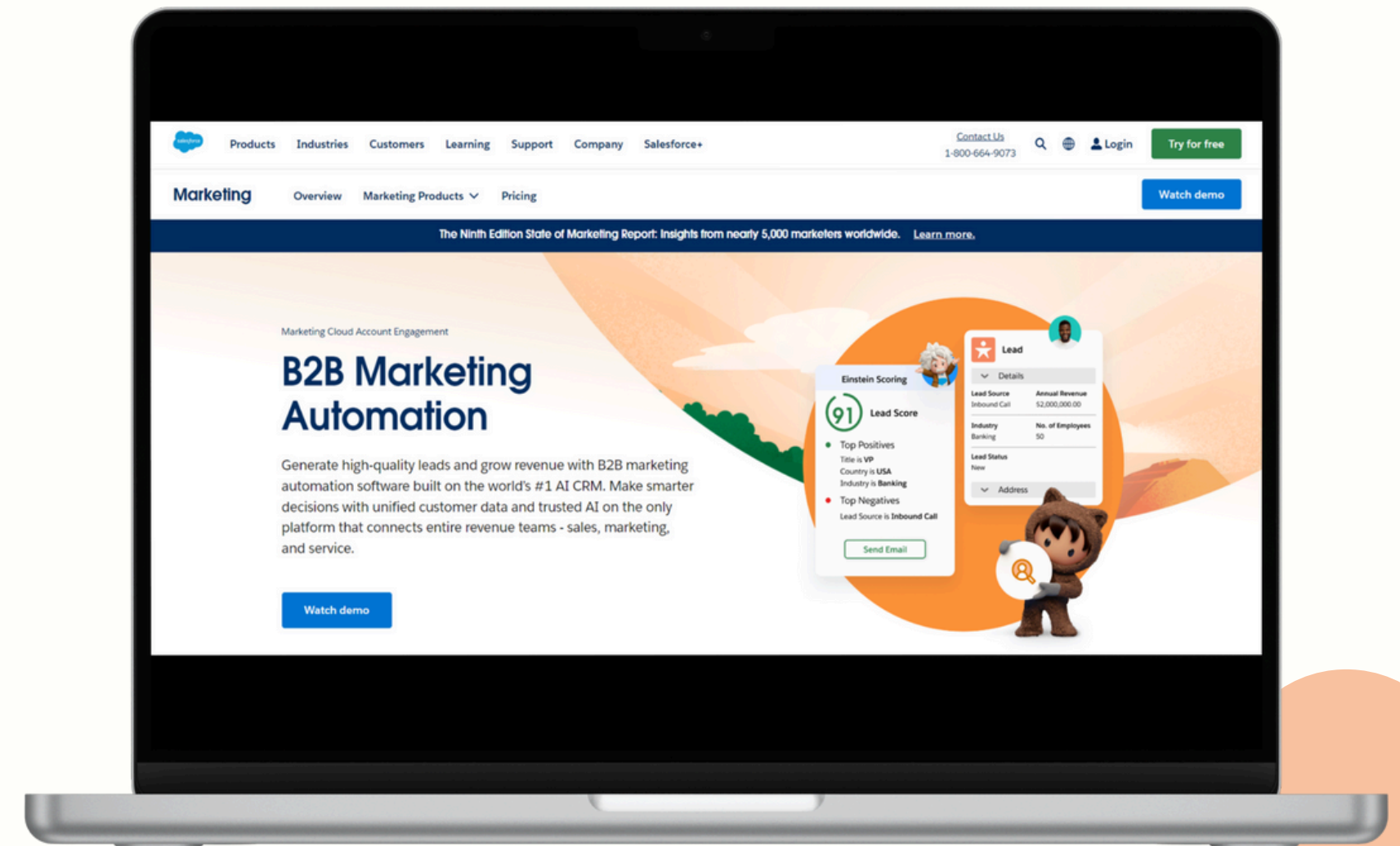
Nutshell is ideal for small businesses that need a straightforward CRM with ABM capabilities.

Its intuitive interface makes tracking and engaging leads easy and efficient.

Pardot (by Salesforce)

Pardot is a marketing automation solution tailored for B2B organizations. It offers tools for lead generation, nurturing, and tracking campaigns.

Its integration with Salesforce enhances data management.



Key Features

- Lead scoring and grading
- Email marketing automation
- Campaign tracking and analytics
- CRM integration

Pricing

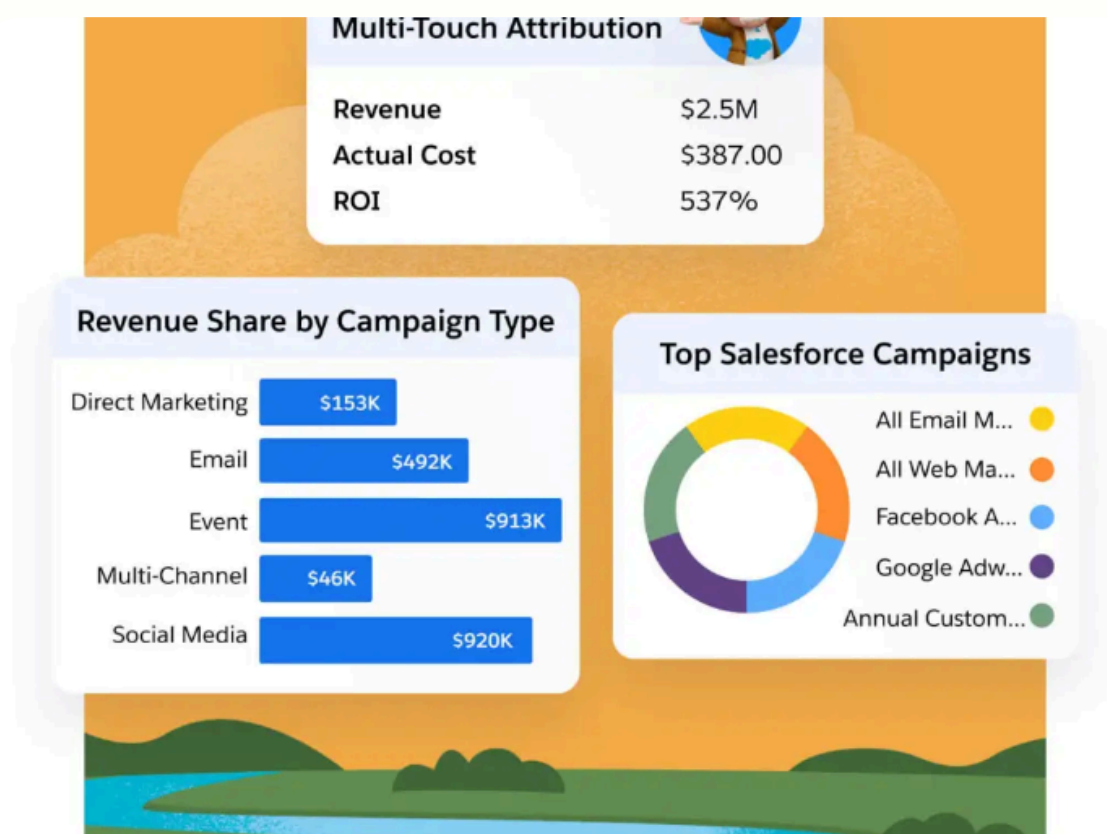
Pardot begins at \$1,250/month for the Growth plan, offering a suite of marketing automation features designed for B2B marketing teams. Additional tiers are available for more complex needs.

[Read More](#)

Best for

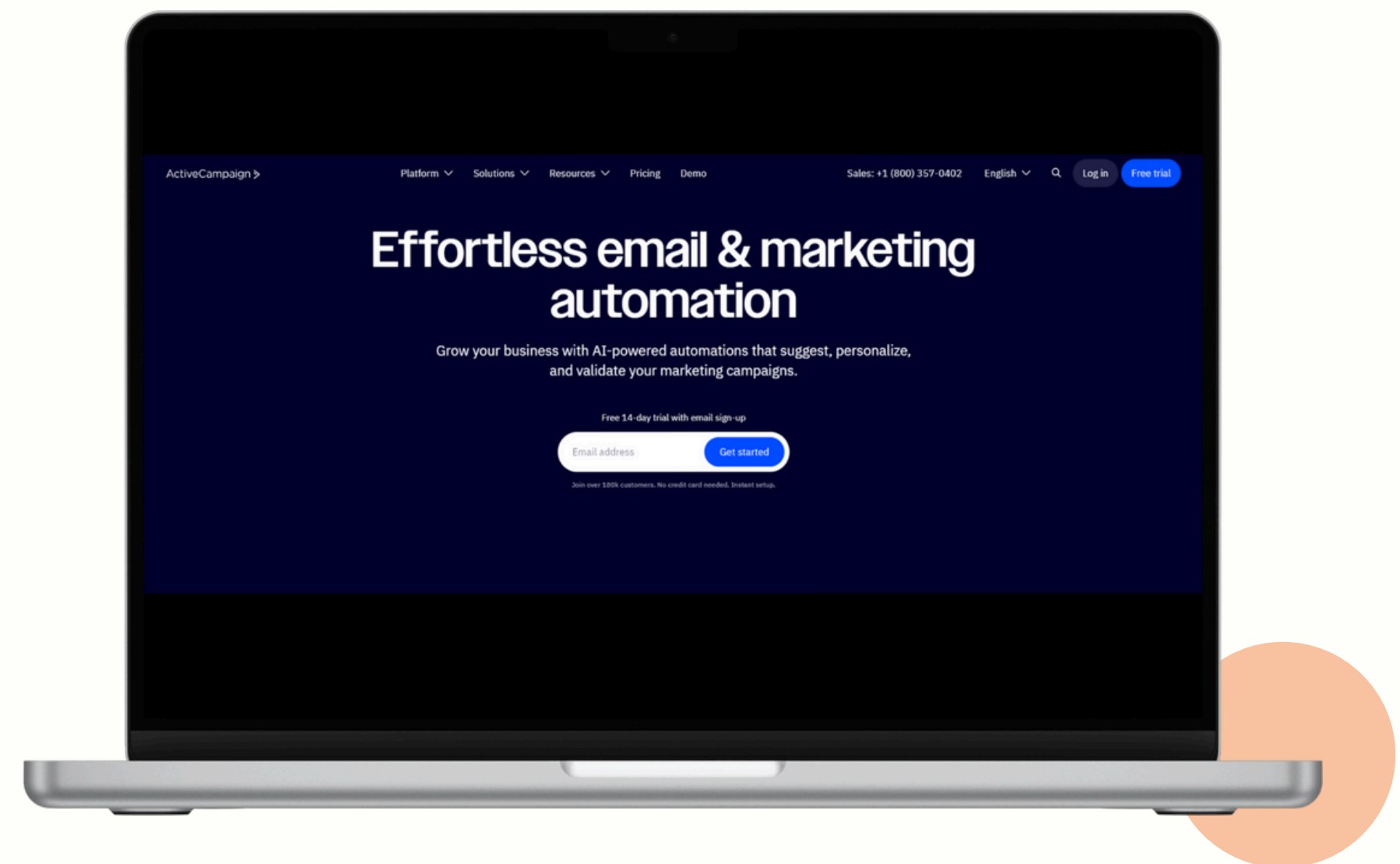
Pardot is ideal for B2B organizations that are already using Salesforce.

Its seamless integration allows for enhanced lead tracking and marketing automation, streamlining the sales process.



Active Campaign

ActiveCampaign is an email marketing and automation platform that combines powerful automation with a CRM to support ABM strategies. It's designed for businesses of all sizes.



Key Features

- Advanced email marketing automation
- CRM features for lead management
- Customer segmentation
- Integration with various platforms

Pricing

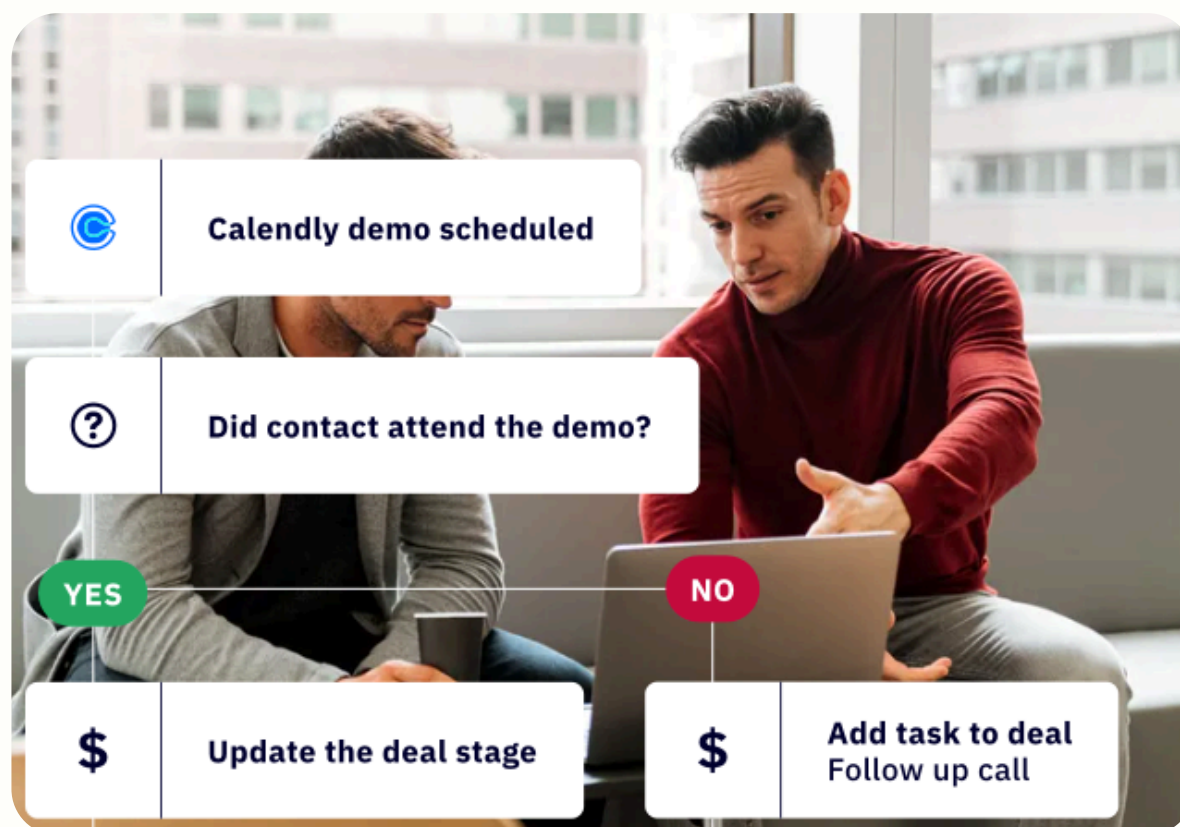
ActiveCampaign's pricing includes Lite at \$19/month for basic features, Plus at \$49/month with CRM capabilities, Professional at \$79/month for advanced features, and custom pricing for Enterprise plans tailored to larger organizations.

[Read More](#)

Best for

ActiveCampaign is great for businesses looking for a robust email marketing solution combined with CRM capabilities.

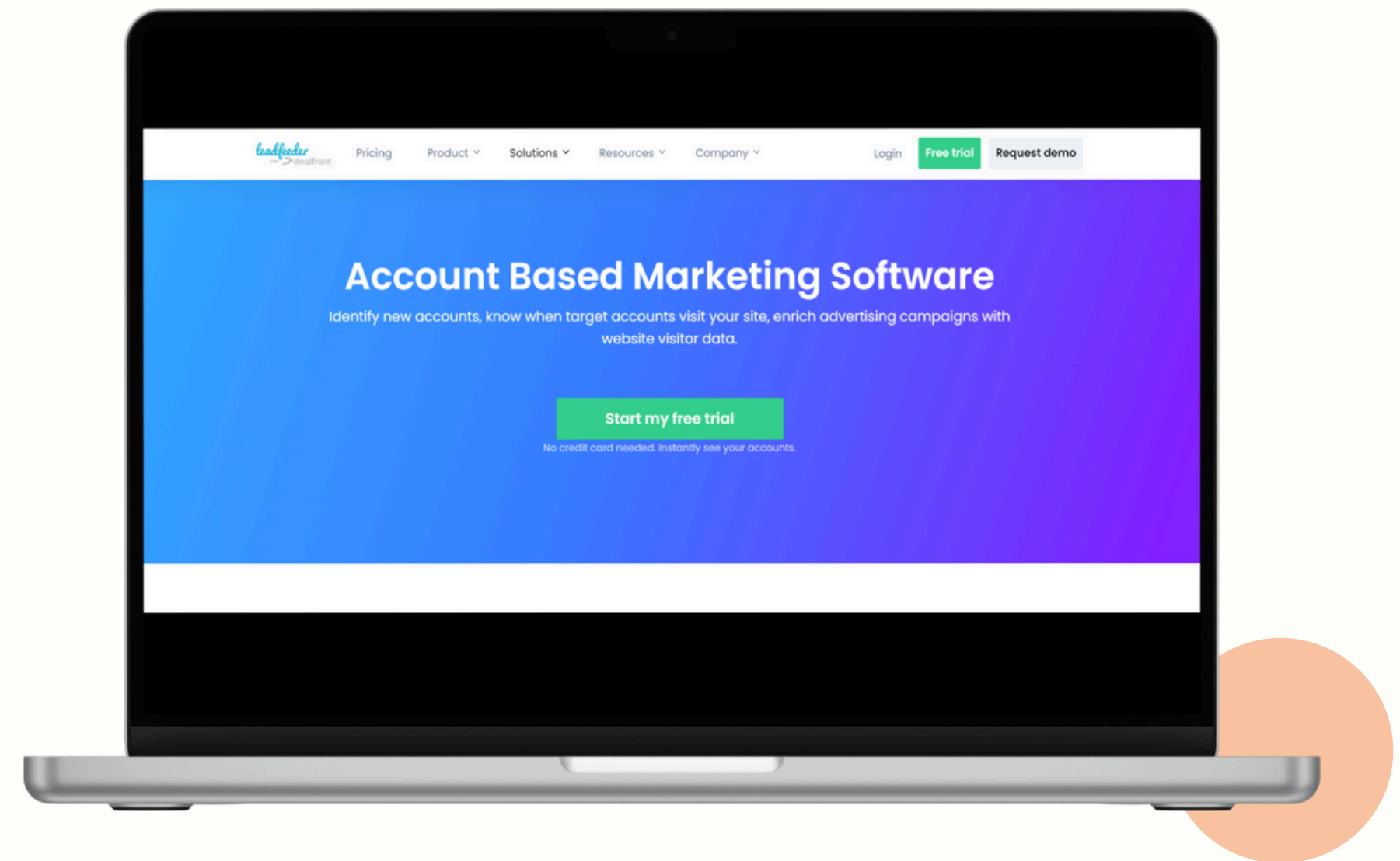
Its automation features help streamline customer engagement, and nurture leads effectively.



Leadfeeder

Leadfeeder helps businesses identify website visitors and turn them into actionable leads.

It integrates with your CRM to enhance ABM efforts by providing insights on potential clients.



Key Features

- Website visitor tracking
- Integration with Google Analytics
- CRM integrations for lead management
- Lead scoring and prioritization



Pricing

Leadfeeder provides a free plan, and pricing starts at \$180/month for the Basic plan, with higher tiers that provide additional features and insights into website visitor data.

[Read More](#)

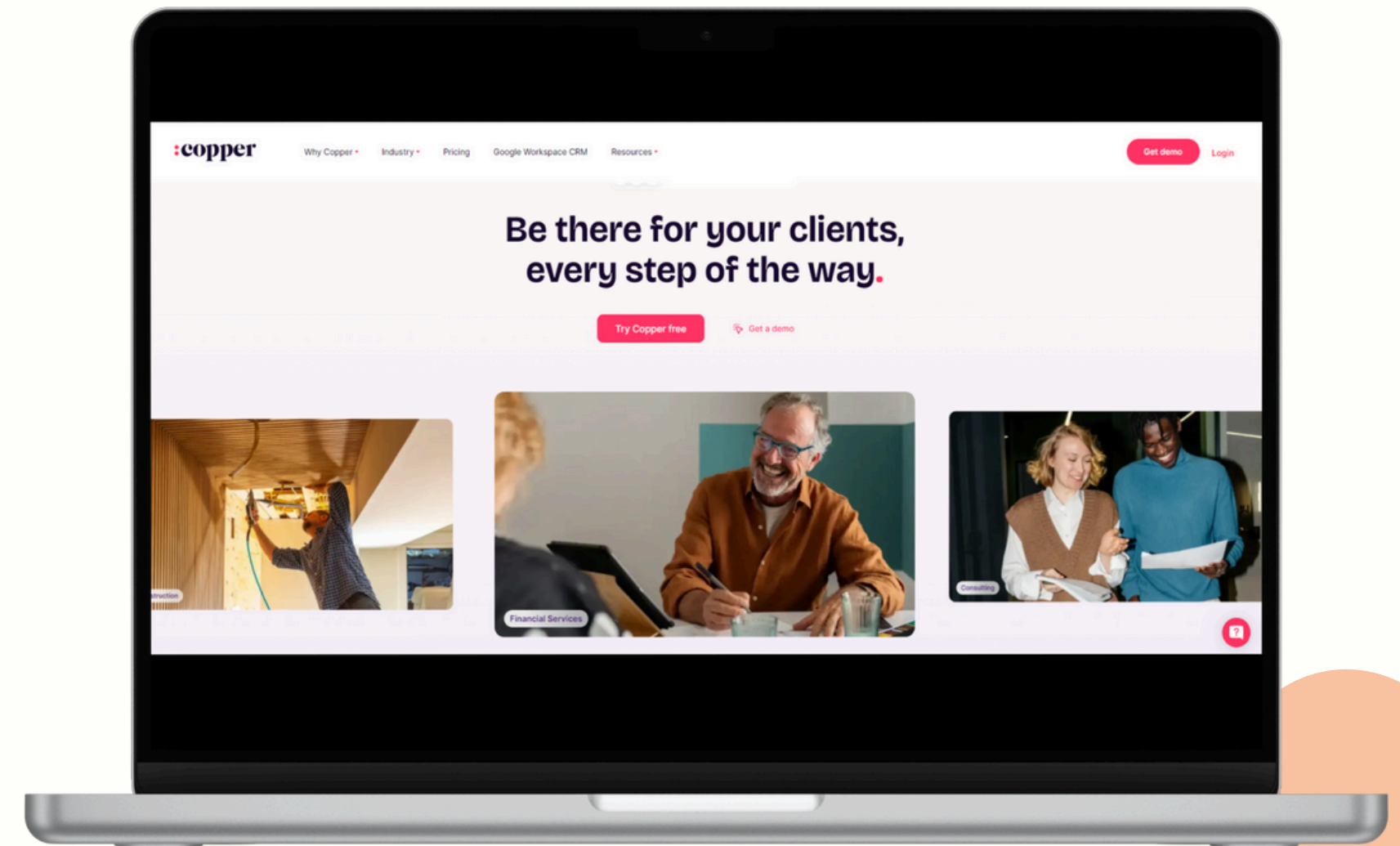
Best for

Leadfeeder is best for businesses wanting to identify and engage website visitors effectively.

Its insights allow sales teams to focus on high-value accounts that show interest in their offerings.

Copper

Copper is a CRM that integrates deeply with Google Workspace, allowing teams to manage relationships and track engagements seamlessly within their existing tools.



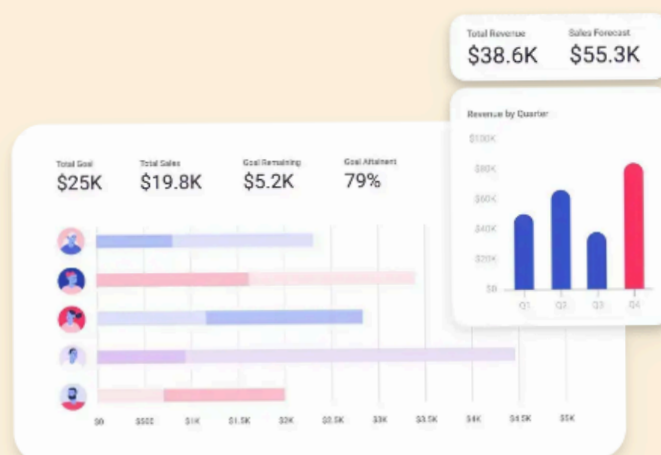
Key Features

- Automated data entry and insights
- Advanced reporting and analytics
- Task management features
- Email tracking and reminders

Focus on the metrics that drive your success

Build custom reports based on your unique business requirements. Export your data into Google Sheets or Looker Studio for even more flexibility.

[Learn more →](#)



Pricing

Copper pricing starts at \$12/user/month, \$29 for Basic Plan, \$69 for Professional Plan, and \$134 for Business Plan, integrating seamlessly with Google Workspace for teams looking to enhance productivity through a familiar interface.

[Read More](#)

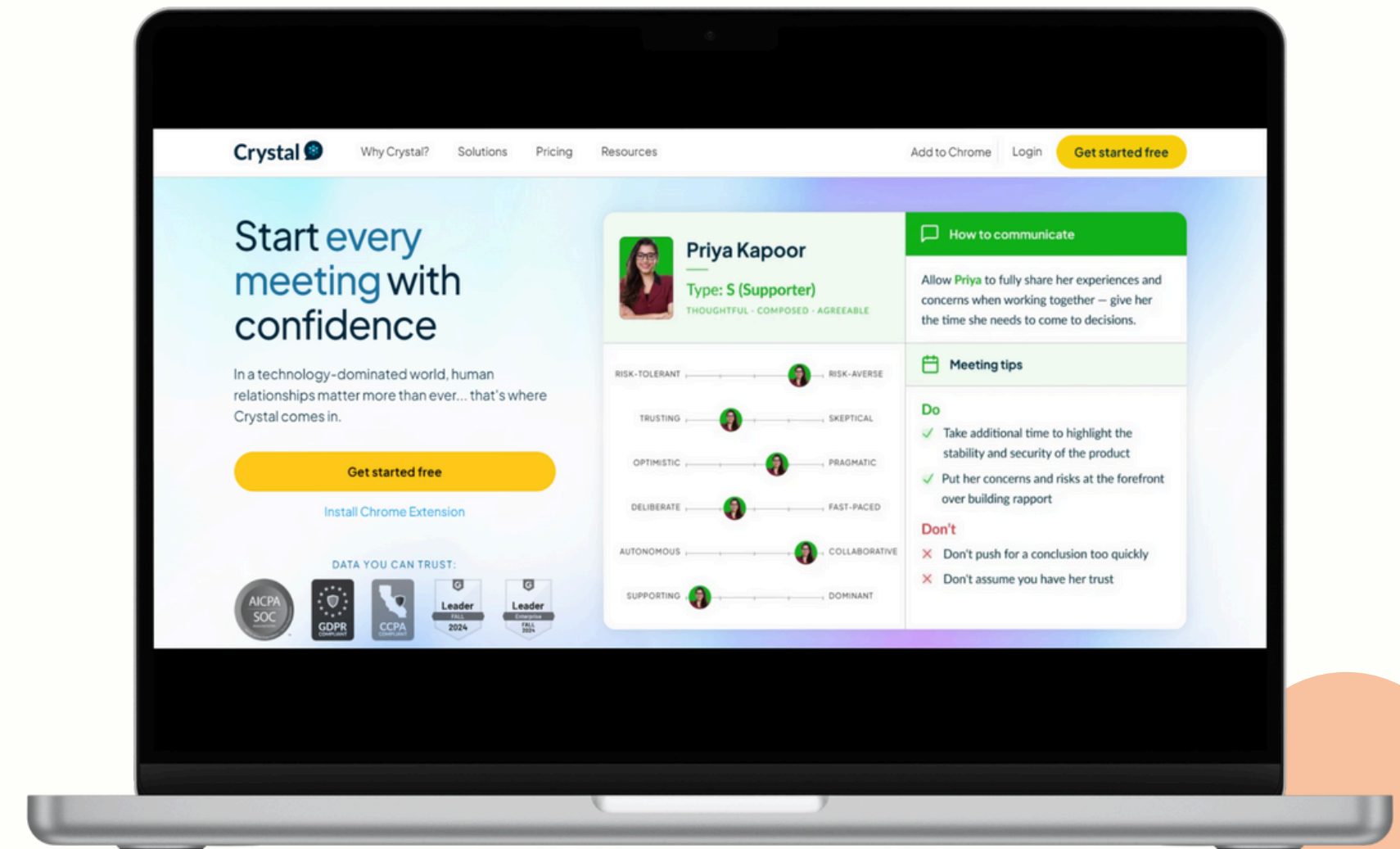
Best for

Copper is ideal for Google Workspace teams who want a CRM that integrates smoothly with their existing tools.

Its automation features help streamline workflows and enhance productivity.

Crystal

Crystal uses AI to analyze the potential clients' personality traits and communication styles, helping teams tailor their messaging for better engagement in ABM strategies.



Key Features

- Communication style recommendations
- Email templates for different personalities
- Integration with CRM tools
- Team collaboration features

Pricing

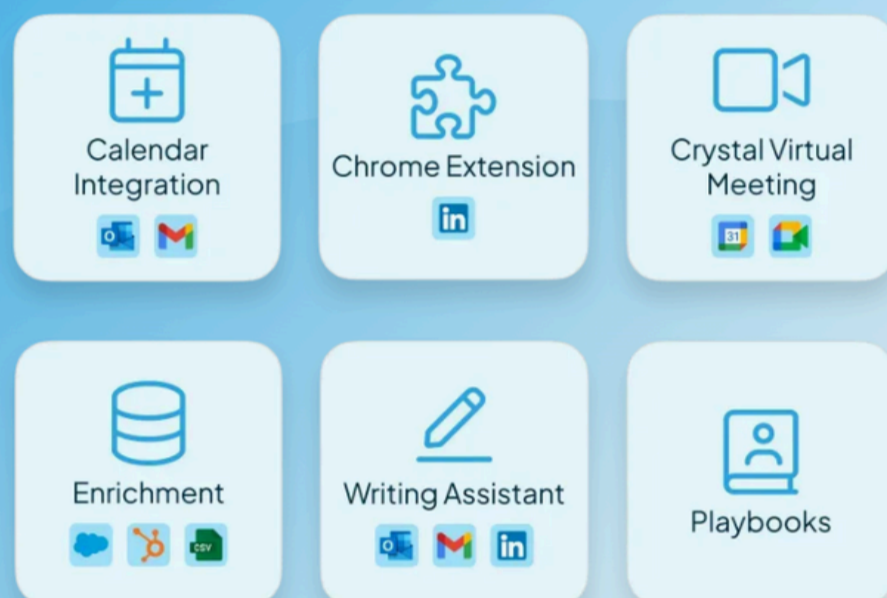
Crystal starts at around \$49/month for individual users, offering insights and personality-based recommendations for improving communication. Team options are also available.

[Read More](#)

Best for

Crystal is best for teams wanting to enhance their communication strategies through personalized outreach.

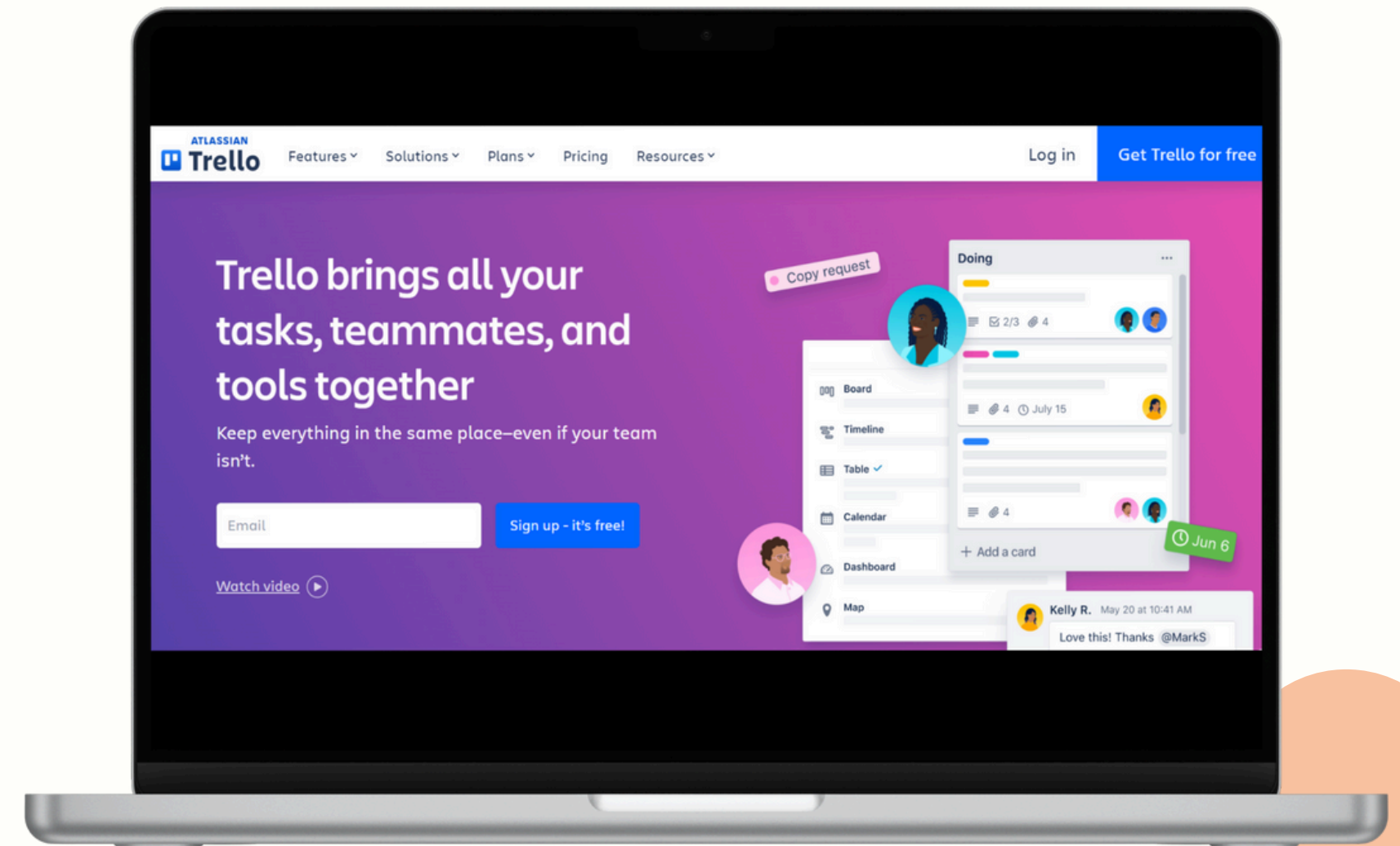
Its insights help sales professionals connect more effectively with potential clients.



Trello

Trello is a flexible project management tool that can be adapted to manage ABM campaigns.

It helps teams organize tasks and collaborate efficiently in a visual format.



Key Features

- Collaboration tools for teams
- Customizable workflows and cards
- Integration with various apps
- Checklists and due dates

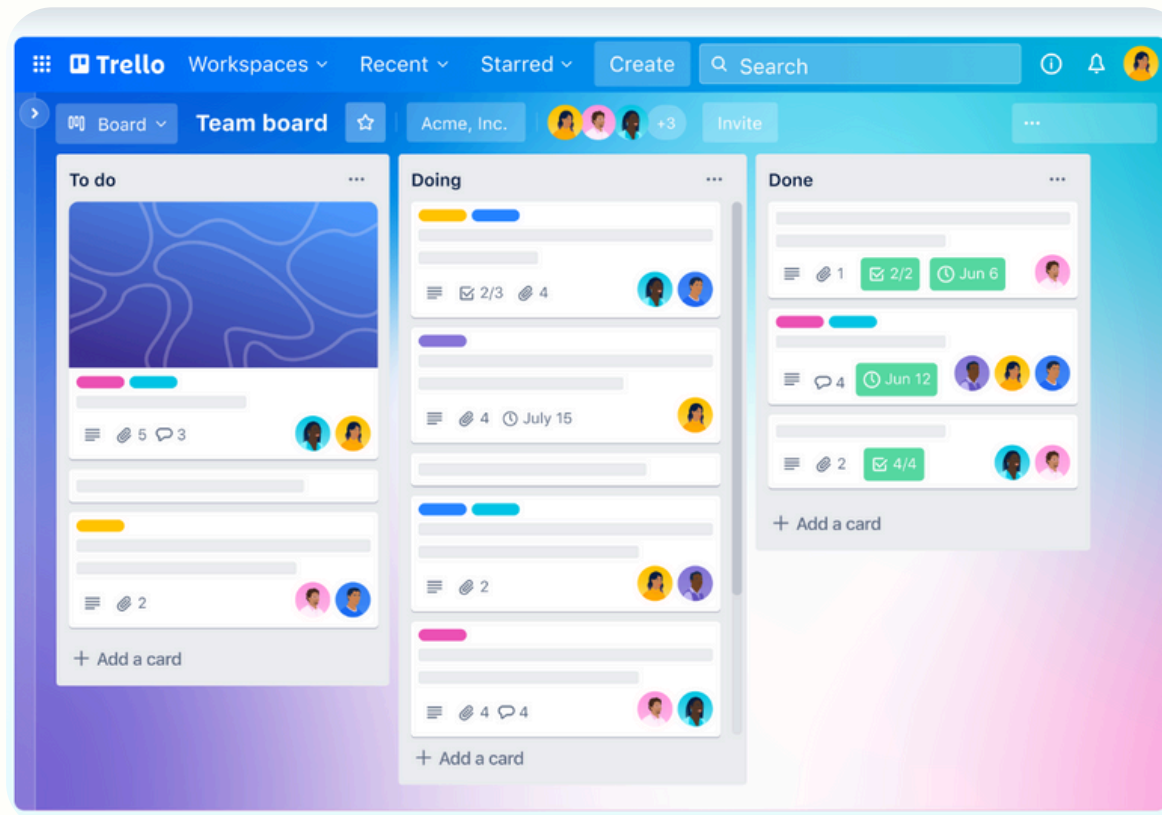
Pricing

Trello offers a free tier, with business-class plans starting at \$17.50/user/month, allowing teams to use project management tools effectively.

Best for

Trello is ideal for teams seeking a flexible project management tool.

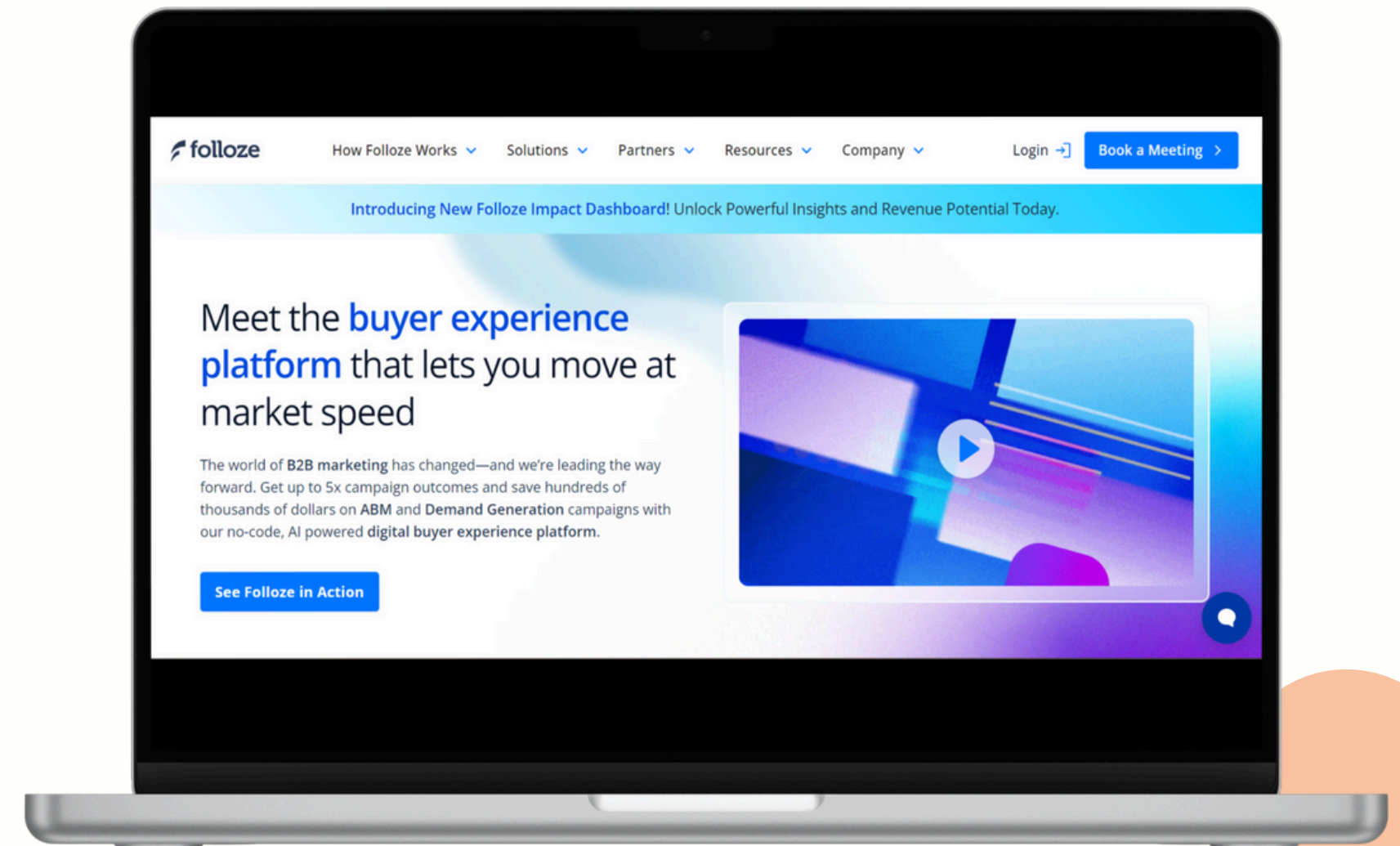
Its visual format and collaboration features help manage ABM campaigns effectively and keep everyone aligned.



[Read More](#)

Folloze

Folloze is a B2B content engagement platform that allows businesses to create personalized experiences for target accounts, enhancing engagement and driving conversions.



Key Features

- Content personalization for target accounts
- Engagement analytics and insights
- Account-based reporting
- Integration with marketing automation tools

Pricing

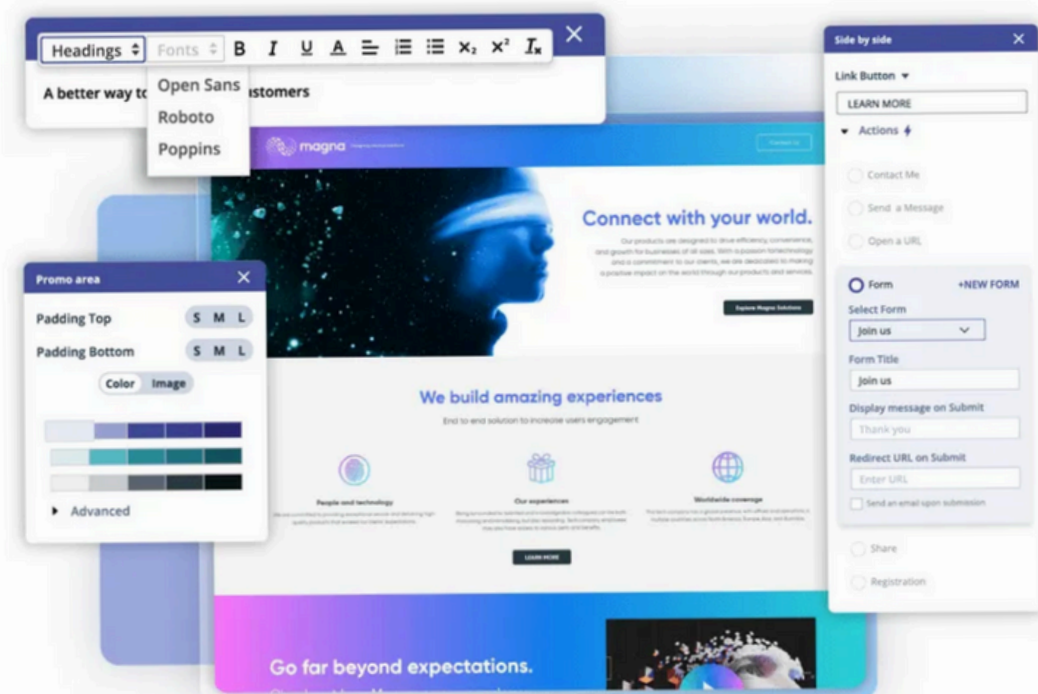
Folloze provides custom pricing based on specific business needs, generally starting at several thousand per year, tailored for robust account-based marketing solutions

Best for

Folloze is best for businesses focusing on personalized content experiences for key accounts.

Its analytics capabilities allow teams to measure engagement and optimize their strategies effectively.

[Read More](#)



**We focus  on your marketing,
while you handle your business.**

What our top client says?

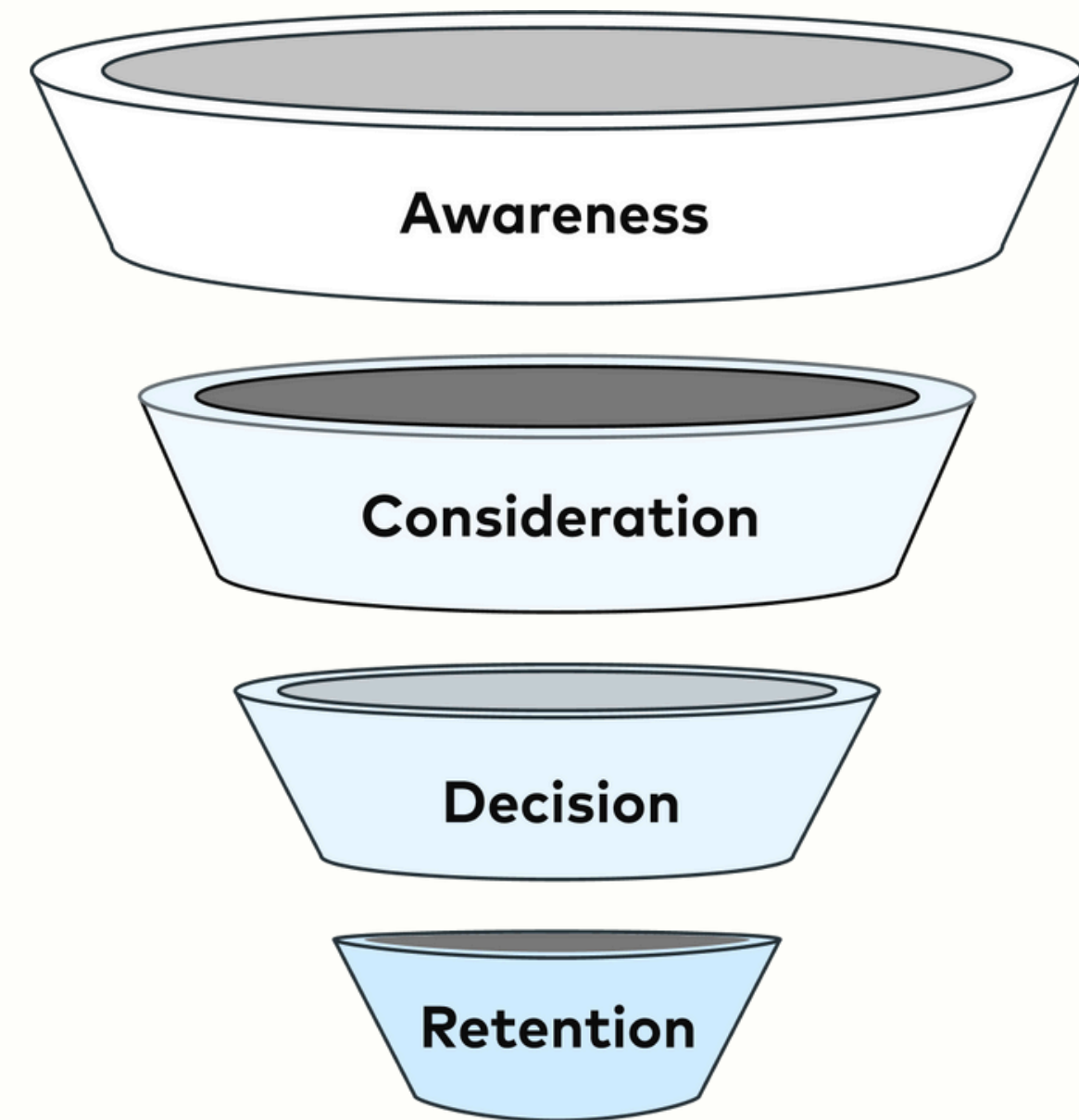


Implementing ABM with the support of Saffron Edge was a game-changer for our business. We now engage our high-value accounts more effectively, streamline our efforts, and see a noticeable improvement in conversions and ROI.



We do it by providing revenue-driven marketing solutions.

For every stage that your user interacts with, we make sure to lead them to the *next stage*.



Our Core Marketing Offerings

- 1. Marketing Automation:** Streamlining marketing tasks and workflows for increased efficiency. [More..](#)
- 2. Paid Marketing:** We allow you to target users, instead of waiting for them to find you. [More..](#)
- 3. Search Engine Optimization:** Art & science of getting pages to rank higher on search engines. [More..](#)
- 4. Account-Based Marketing:** Targeting high-value accounts with personalized campaigns. [More..](#)
- 5. Social Media Marketing:** Engaging audiences across various social media platforms. [More..](#)
- 6. Marketing Attribution:** Find the marketing channel that works for your target audience [More..](#)

See Visible Revenue Growth

This is where your brand can be within the next 90-180 days.

Industry: Construction

15K+

Organic Traffic Surge
in 8 Months

[Read More >](#)

Industry: SaaS

10K

Increase in Organic
Traffic in 6 Months

[Read More >](#)

Industry: SaaS Healthcare

24%

Boost in Organic Traffic in
6 Months

[Read More >](#)

Industry: Fashion, DTC

12X

Revenue Growth in
6 months

[Read More >](#)

Something to remember us by 📌



Full-Service Marketing Partner

Scale your traffic, content, and site performance to match your business — without worrying about reliability.



Build, Operate & Transfer

We build the right marketing engine for you along with a highly-skilled team for you and transfer it all for rapid business growth.



Growth Marketing Experts

With rapid experimentation at every stage of marketing and sales funnel, we use data-driven strategies to increase your ROI and profits exponentially.



Use Attribution for the Right Channels

With our attribution services, we enable you to measure impact by allocating the right budget to the channel with the highest ROI.



Get Free Marketing Resources

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What's Your ROI from your ABM Campaign?

[Calculate Now](#)

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