

Rethink ABM

# Breakout session: Reinventing the ABM Playbook with Generative AI



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REINVENTING THE ABM PLAYBOOK WITH GENERATIVE AI

# What we'll cover in our breakout

Introduction

Current state of Gen AI in ABM

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Case Study

How Pure Storage are accelerating ABM with Gen AI

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Q&As

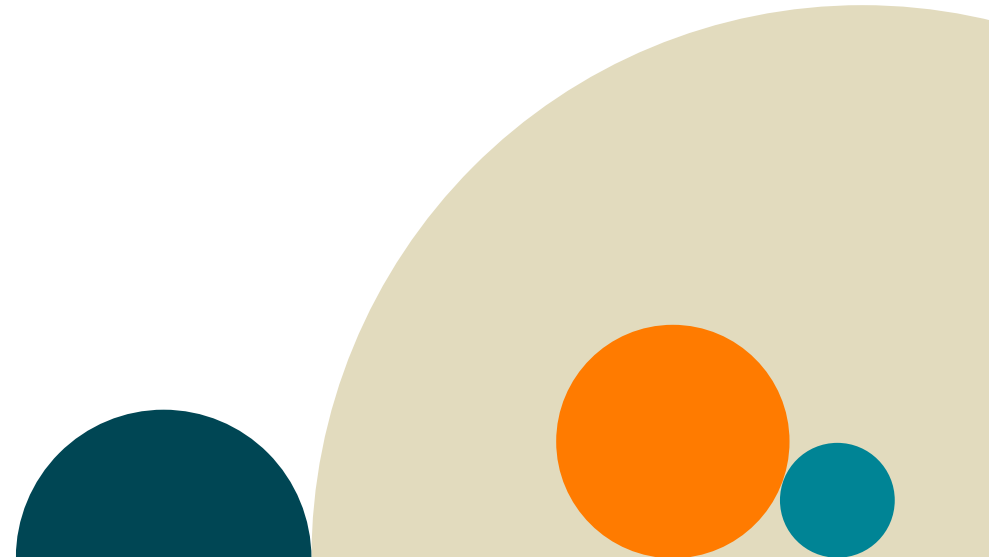
Live Q&A with Fabiana & Stephen

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Takeaways

What are your takeaways?

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# Gen AI is the productivity revolution in marketing...

Generative AI could increase the productivity of the marketing function by...

Source: McKinsey, The economic potential of generative AI, 2023

5-15%

of total marketing spending

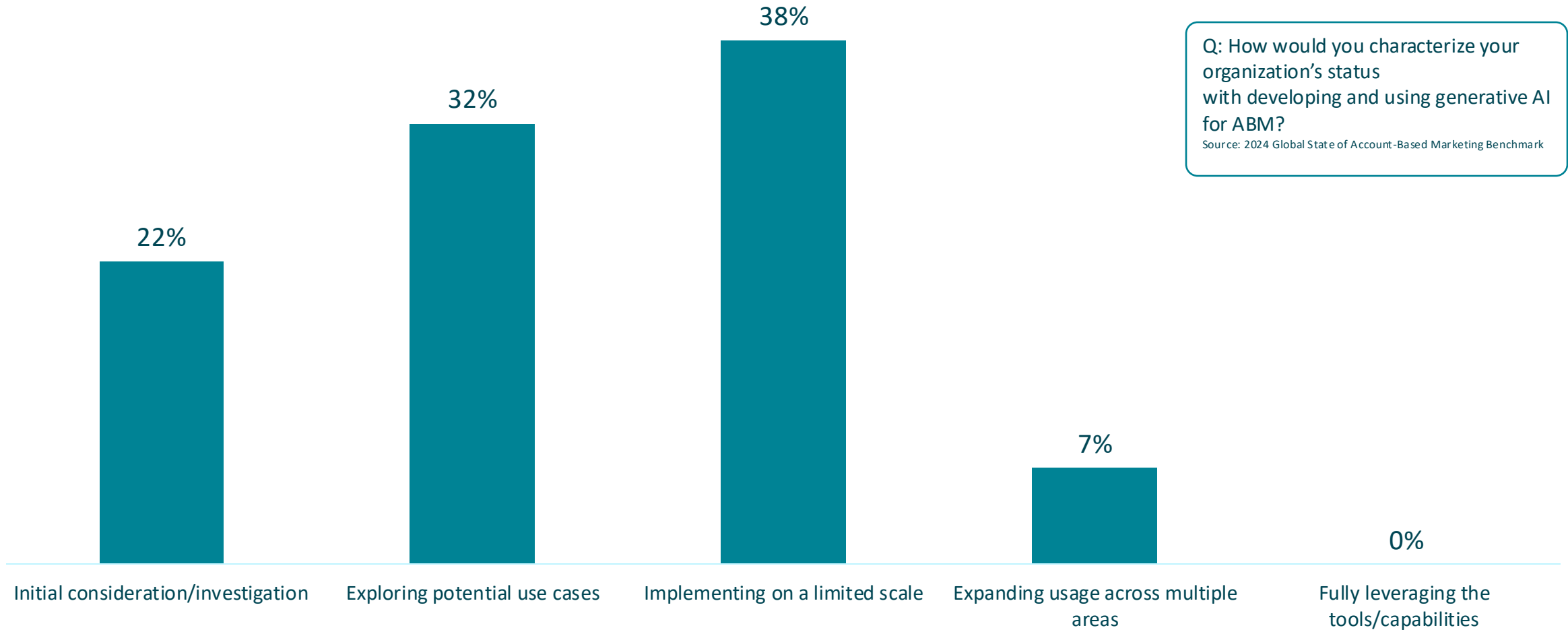
# More productive ultimately means more customer-centric...

62%

...of organizations with deep technology expertise are “extremely” account-centric, vs 29% of all other organizations

Q. How would you rate the degree of account-centricity in your current marketing?  
(Rate on a scale of 1-5 with 5 being “extremely account-centric”)

# We're in the early stages of Gen AI for ABM



# How would you characterize your organization's status with developing and using generative AI for ABM?

0%

Initial consideration

0%

Exploring potential use cases

0%

Implementing on a limited scale

0%

Expanding across multiple areas

0%

Fully leveraging the tools / capabilities

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# Reinventing the ABM Playbook with Gen AI



## GEN AI USE CASES ACROSS 7 STEPS

Step 0: Account intelligence to prioritize customers

Step 1: Understanding account drivers

Step 2: Understanding sales plays aligned to account drivers

Step 3: Identifying decision makers

Step 4: Developing differentiation and messaging

Step 5: Determining engagement approach

Step 6: Generating real-time insights

Step 7: Consolidating measurement & results

Public or Hybrid GPT

Private GPT

REINVENTING THE ABM PLAYBOOK WITH GENERATIVE AI

# Insights and engagement are top use cases

1

To generate insights into the needs of our accounts

2

To engage clients more effectively and improve the customer experience

3

To generate new ideas for marketing activities

4

To automate routine tasks



# Case Study:

## How Pure Storage are accelerating ABM with Generative AI



Fabiana Carpio-Brunetti

Director, Enterprise Marketing & Global ABM Lead



Stephen Casale

Director, Executive Communications

# Your takeaways today

**How are you thinking about reinventing ABM with generative AI?**

**What are you taking away from the session today?**

# Thank You



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