

# Omnichannel ABM Campaign Playbook

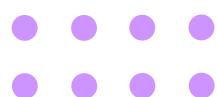
Omnichannel ABM works best when every touchpoint tells the same story. Whether your audience sees a LinkedIn ad, a display banner, or a piece of direct mail, the message and design should feel connected. Use a mix of digital and offline channels, including HTML, video, and CTV, to reach buyers wherever they are in their journey and reinforce consistent brand recognition.

## Ad Creative Best Practices

- **Headline:** 4-7 words. Lead with value or outcome.
- **Description:** 5-10 words. Clarify the benefit or next step.
- **CTA:** Keep it action-oriented and provide value relevant to the stage of engagement.
- **Destination:** Always link to a high-intent landing page or content offer. Consistency between ad message and landing experience drives conversions.
- **A/B Testing:** Test variations of headlines, visuals, and CTAs to identify what drives the strongest engagement and conversion.

## Before You Build: Strategy Snapshot

Start by identifying who you're targeting, what action you want them to take, and what message will move them there. Every channel, creative, and CTA should align with one clear goal: building awareness, accelerating pipeline, or driving conversions.





## LinkedIn and Facebook Display Ads

- Reach professional and social audiences with targeted visuals and clear, results-focused headlines that speak to their goals.

### A/B test example targeting a marketing audience

#### Test A

1200x1200



1200x628



1200x628



720x900



600x900



#### Test B

1200x1200



1200x628



1200x628



720x900



600x900



### Example targeting a sales audience

1200x1200



1200x628



1200x628



720x900



600x900



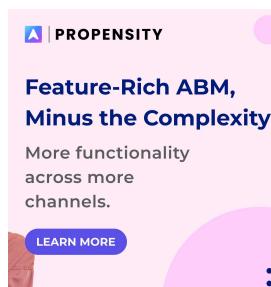
## LinkedIn and Facebook Carousel Ads

- Use multi-frame storytelling to guide prospects through a short narrative or highlight multiple benefits. Keep each frame focused on one idea with consistent visuals and progression that builds interest.

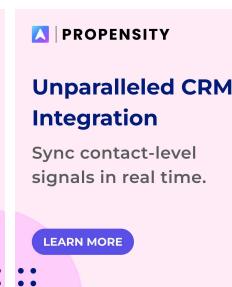
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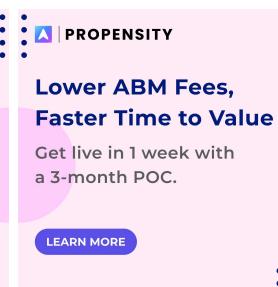
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1200x1200 - 3



1200x1200 - 4



1200x1200 - 5



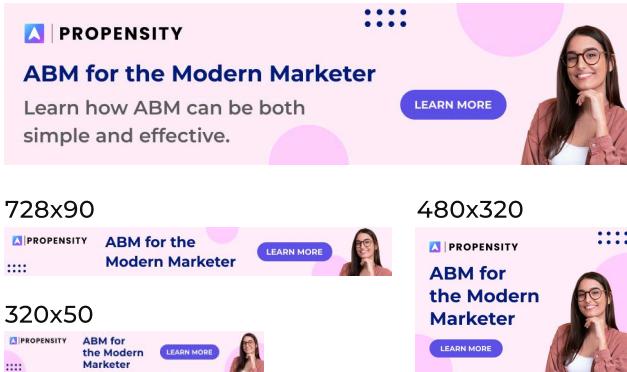
## Programmatic and Google Display Ads

- Extend reach across the web with precise targeting and consistent creative. Use ad variations to test messaging, visuals, and CTAs while maintaining cohesive design and tone across formats.

160x600



970x250



320x480



728x90



480x320



1024x768



768x1024



300x600



300x250





## Direct Mail

- Add a personal, tangible touchpoint. Reinforce your digital message and drive engagement with a QR code or short URL.

2771x1871 - Front



2771x1871 - Back



## Your Destination URL

- Ensure a seamless experience from ad to action. A landing page or piece of value added content should reinforce your campaign message, deliver content that is valuable to the target audience, and make it easy for visitors to take the next step.

**ABM for the Modern Marketer**

Propensity is the only ABM platform with contact-level attribution. This helps marketers go beyond their account and focus on each individual within a buying circle, all while being easy to use and cost-effective.

[COMPARE PROPENSITY](#)

**Frustrated with Your Current ABM Platform?**

You're not alone. Many platforms compromise and underdeliver. Here's what we hear all the time:

- ✗ High platform costs with low ROI
- ✗ Complex tools and long onboarding timelines
- ✗ Accesos-level insights that don't help sales teams convert

The good news? There's a better way forward.

**What Makes Propensity Different**

Legacy ABM platforms revolve around account lists, vague engagement metrics, and overly expensive toolkits.

Propensity takes a more modern approach—built for how GTM teams actually operate.

**Here's how we're different:**

- Context-Level Attribution See exactly who your leads, clients, visitors, and converted.
- More ABM Channels Than Other Platforms 10+ digital touchpoints, including native.
- Transparent Website Tracker Know who's on your site and what they care about.
- Faster Time to Value Go live in just one week—with a three-month POC that redeems your investment.
- Unparalleled CRM Integration Sync contact-level signals directly to your CRM for real-time sales action.

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**Why Teams Choose Propensity**

Propensity helps you further—with faster time to value, real contact-level data, and attribution that proves impact.

- ✓ Lower ABM platform fees
- ✓ Feature-rich ABM—minus the complexity
- ✓ The most efficient use of your ABM budget
- ✓ Clear ABM pipeline execution
- ✓ Built to support GTM teams from day one

[WATCH CONTACT ATTRIBUTION DEMO ▶](#)

**Who This Is For**

Propensity is for B2B teams ready to stop guessing and start personalizing.

**Marketing + Demand Gen** Smarter targeting, stronger ROI, more conversion-ready buyers.

**Sales + SEM** Live timelines, warmth scoring, and triggered outreach based on behavior.

**Executive + CMOs** Lower cost, faster time to value. Pipeline and revenue are just measure.

**Content and Messaging Strategy**

Enterprise Combinations	Gold and Silver Marketing Combinations
7	1

**What Our Customers Say**

**5 ★★★★** Simon: With Propensity, we are effectively personalizing messaging for our most valuable contacts and prioritizing which leads are most likely to convert away.

**5 ★★★★** Daniel T: Propensity has been instrumental in helping us generate new leads and reach the right audience. It's really easy to use and has helped us to keep generation efforts, which was tremendous for our small marketing team.

**5 ★★★★** Carlos G: Propensity has allowed us to target more specific audiences, which directly impacts my ROI and revenue growth quarter over quarter.

**ABM Evaluation Resources**

Avoid common pitfalls, understand what features matter, and find a platform that works for your entire GTM team.

**Is ABM Right For Your Company?**

**Welcome to Your First ABM Campaign!**

**5 Essential Strategies for Successful ABM Campaigns**

**Read our ABM Readiness Guide for B2B Growth Teams**

**What to Expect from Your First ABM Campaign**

**Read Now**

**Read Now**

**Read Now**

**Learn Why B2B Teams Choose Propensity**

Compare ABM platforms built for real buyers—not just lists.

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## What's Next: Measure Performance and Optimize

Once your campaigns are live, track results across your pre-built Propensity dashboards. These reports connect ad performance, engagement, and spend directly to pipeline impact.

### ABM Dashboard

Located under the Overview tab, this dashboard provides a quick snapshot of your current ABM performance, including recently visited website accounts, active campaign targets, and opportunities or sales responses generated.

### Propensity Reporting

View impressions and clicks per contact, contacts and accounts targeted, and overall channel performance. Includes the Message Market Fit Score with automated recommendations to improve underperforming channels. You can also Track cold, warm, and hot leads generated, total impressions, clicks, click rate per contact, website visits, and data and programmatic ad costs. Includes budget-to-actual tracking and pacing insights.

### Website Analytics and CRM Syncs

Identify which companies and contacts are visiting your website, how often, and how engagement translates into sales activity through CRM integrations with Salesforce or HubSpot. These can be tied back to your ABM campaigns to view attribution and see how your omnichannel approach drove website visitors.

