

Omnichannel ABM Campaign Playbook

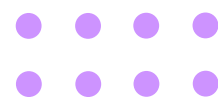
Omnichannel ABM works best when every touchpoint tells the same story. Whether your audience sees a LinkedIn ad, a display banner, or a piece of direct mail, the message and design should feel connected. Use a mix of digital and offline channels, including HTML, video, and CTV, to reach buyers wherever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

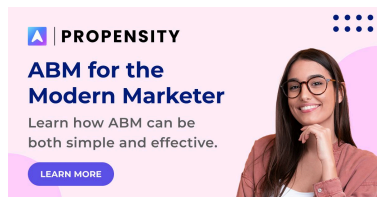
A/B test example targeting a marketing audience

Test A

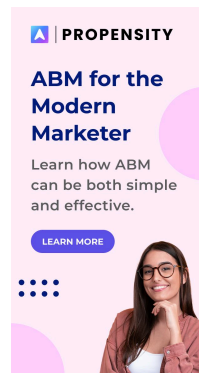
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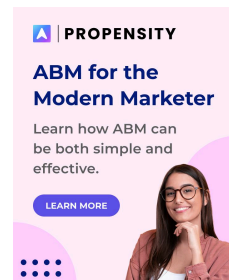
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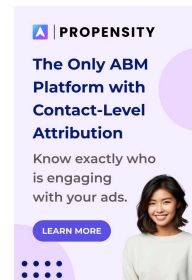
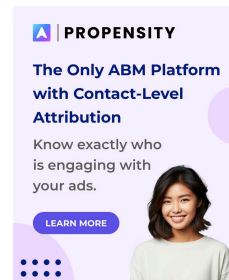
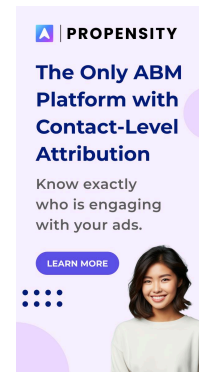
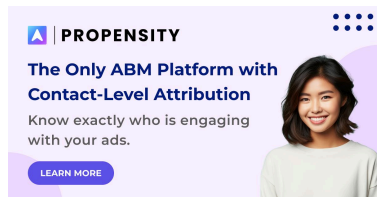
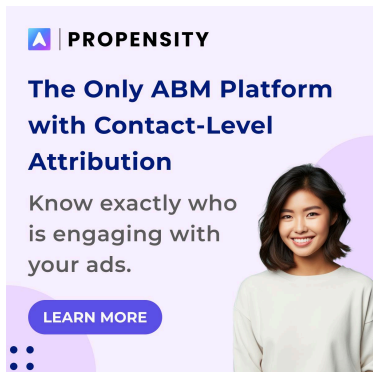
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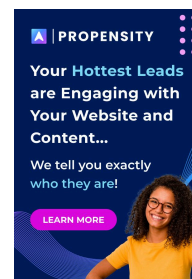
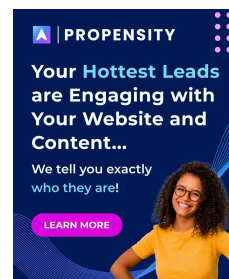
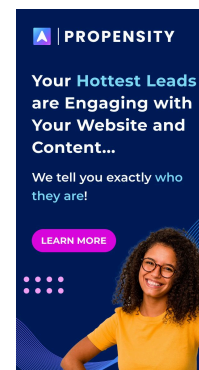
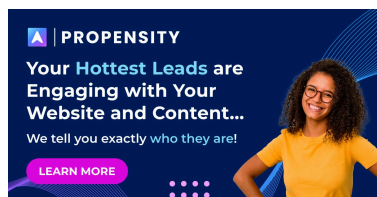
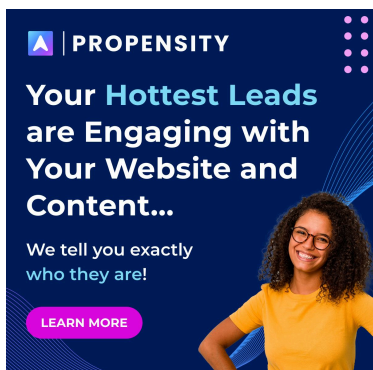
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Test B

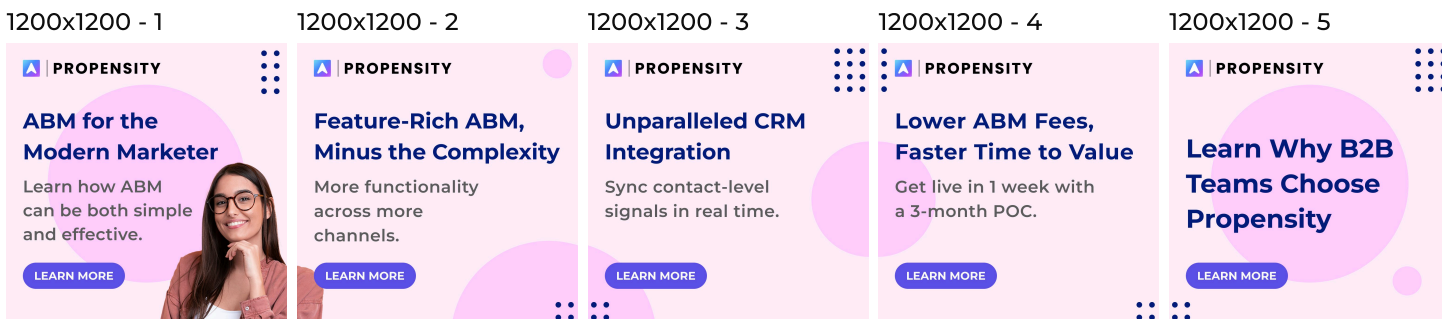


Example targeting a sales audience



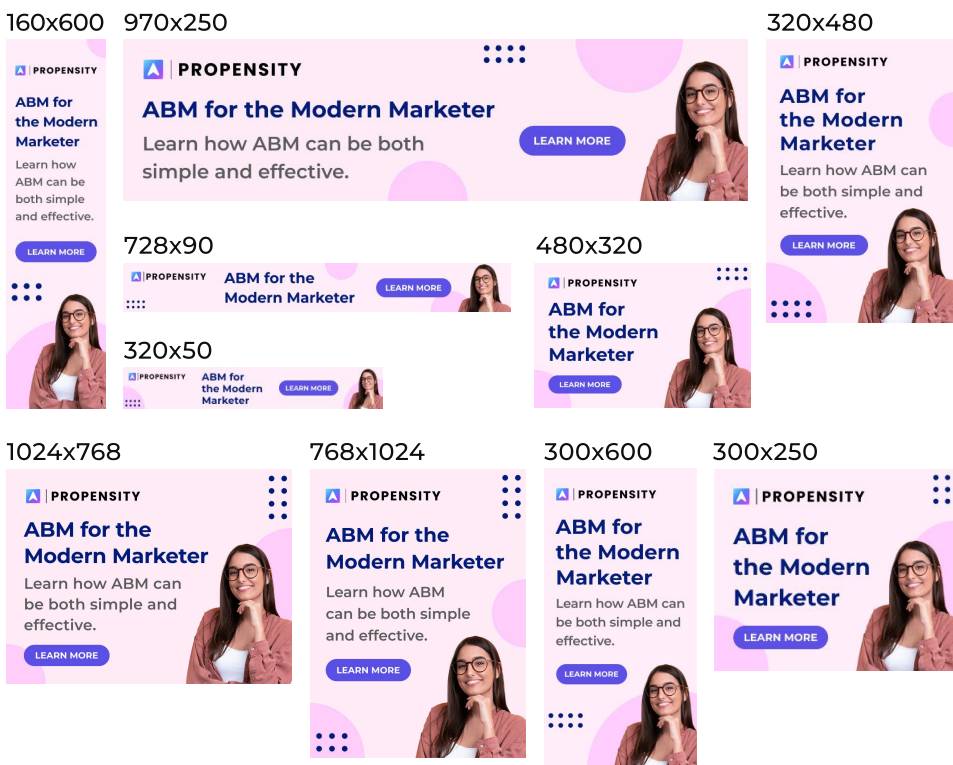
LinkedIn and Facebook Carousel Ads

- 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.



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.



Direct Mail

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

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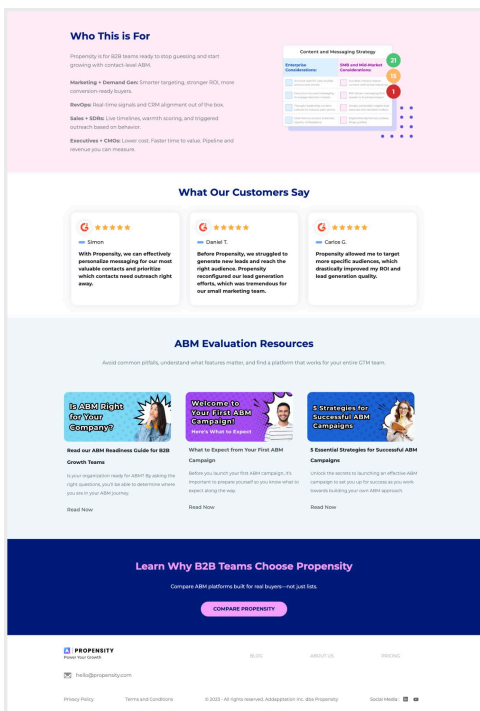
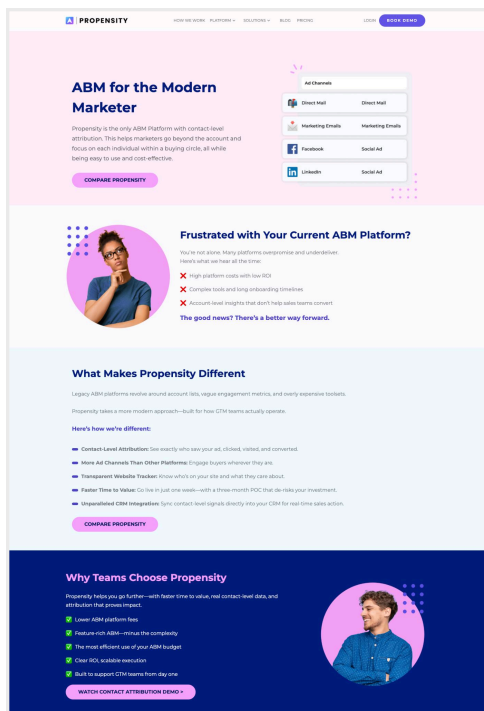


2771x1871 - Back



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.



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.

