△ | PROPENSITY

COMPARING
Propensity vs Terminus

Ready to discover why companies are choosing Propensity over ABM platforms like RollWorks?

Propensity is the only account-based marketing (ABM) platform built for small B2B growth teams. We make it easy to use intent data to create lists of in-market accounts and contacts, warm those contacts up with omnichannel ABM campaigns, and hand off lists of highly engaged contacts to sales. With the ABM Outbound Funnel in place, you'll create an automated, always-on, ABM engine that produces a flow of MQAs and 5X sales engagement.

Why Propensity?

When you choose Propensity, you choose simplicity and a cost-effective platform that works! And you choose ABM as your best-performing growth engine.

- Easily launch ABM campaigns

- Measure engagement and ROI

- Integrate and score accounts and contacts to your CRM

- Implement in 1 hour

- No commitment to multi-year agreements

	▲ PROPENSITY	⊓ terminus
Built For Small B2B Growth Teams	✅	❌
Build An End-To-End Omnichannel Campaign In Under 30 Minutes	✅	❌
Omnichannel Sales And Marketing Automation	✅	Advanced Only
Create Custom-Built ABM Playbooks	✅	❌
Identify Accounts Visiting Your Website	✅	❌
Up To Date Account And Contact Data	✅	✅
Realtime Updates Synced To Your CRM	✅	✅
One Click Contact Enrichment	✅	✅
Create Content With AI-Powered Copy Tools	✅	❌
Aggregate Job Change Dates And Keywords To Create Niche Audience	✅	❌
Automated Handoff MQAs To Sales	✅	✅
1 Hour Implementation	✅	❌
Aggregate Unique & GDPR-Compliant Intent Signals And Insights	✅	❌
No Commitment To Recurring Monthly Fees Required	✅	❌
Complete Control Over Your Ad Spend	✅	❌
See Qualitative Contact Signals To Boost Sales Outreach	✅	❌
Transparency Of The Buyer Journey From Intent To Warm Lead	✅	Add-On Only
Free In-Market Account List	✅	❌
Free Trial	✅	❌

Would you like to see Propensity in action?
Book a demo with us and create a personalized ABM campaign and GTM strategy, so you can scale with ABM.

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