PROPENSITY

COMPARING

Propensity vs Terminus

Find out why companies are opting for Propensity over ABM vendors like Terminus.

At Propensity, we help B2B businesses identify companies that are ready to buy your solution using uniquely crafted data propensity models and combining all of your data signals into your CRM. From there, we automatically generate an accurate list of your in-market accounts in real-time so you'll have the best selection of contacts available at exactly the right time. Now you'll be better prepared to target your best-fit accounts and elevate your sales efforts.

Curious about how we stack up to ABM platforms like Terminus? Check it out.

Why Propensity?

- 1 Hour Implementation
- Try Before You Buy (Freemium Tier)
- License Starting at $1,500/mo
- Real-Time Updates

terminus

	PROPENSITY	terminus
Detailed company and professional contact profiles	✓	✓
Aggregate job change signals and tracking i.e. new company contact info & title changes	✓	✗
Up-to-date data integration directly in your go-to CRM	✓	Advanced only
Freemium trial to jumpstart your campaign	✓	✗
Real-time data reporting	✓	✗
Automatically sync contacts and accounts with past records	✓	Add on
Integrate to Ad streams	Target your ad budget to the right audience at the right time	✓
Automatically contact enrichment in one click	✓	✗
Advanced GTM email marketing campaign integrations	✓	Add on
Create high propensity In-Market Account Lists	✓	✓
Source intent signals with a cooperative approach	✓	Advanced only
Measure and prove ROI in first 30 days	✓	✗
Free In-Market Account List of 100 Top Accounts	✓	✗
1-hour implementation	✓	✗

Ready to realize your growth potential?

Propensity can help. Begin your journey with your top 100 in-market accounts list today by filling out our 5-minute in-market assessment.