

507%

ROI

2x

Close Rate

50%

Faster Deal Velocity

See how Madison Logic is the Perfect Fit for B2B Marketing

ABOUT THE CLIENT

Madison Logic is a global leader offering an account-based marketing platform that's simple, strategic, and integrated. Through ActivateABM™, it brings sales and marketing together with integrated buyer insights and journey optimization to make every interaction a meaningful one.

BUSINESS NEEDS



Target and engage every stage of the buyer journey and reach more than just one key decision maker



Measure the combined impact of marketing investments on each target account decision maker



Quickly generate and enhance market awareness and presence



Automate the account list generation process



Achieve Marketing and CRM automation



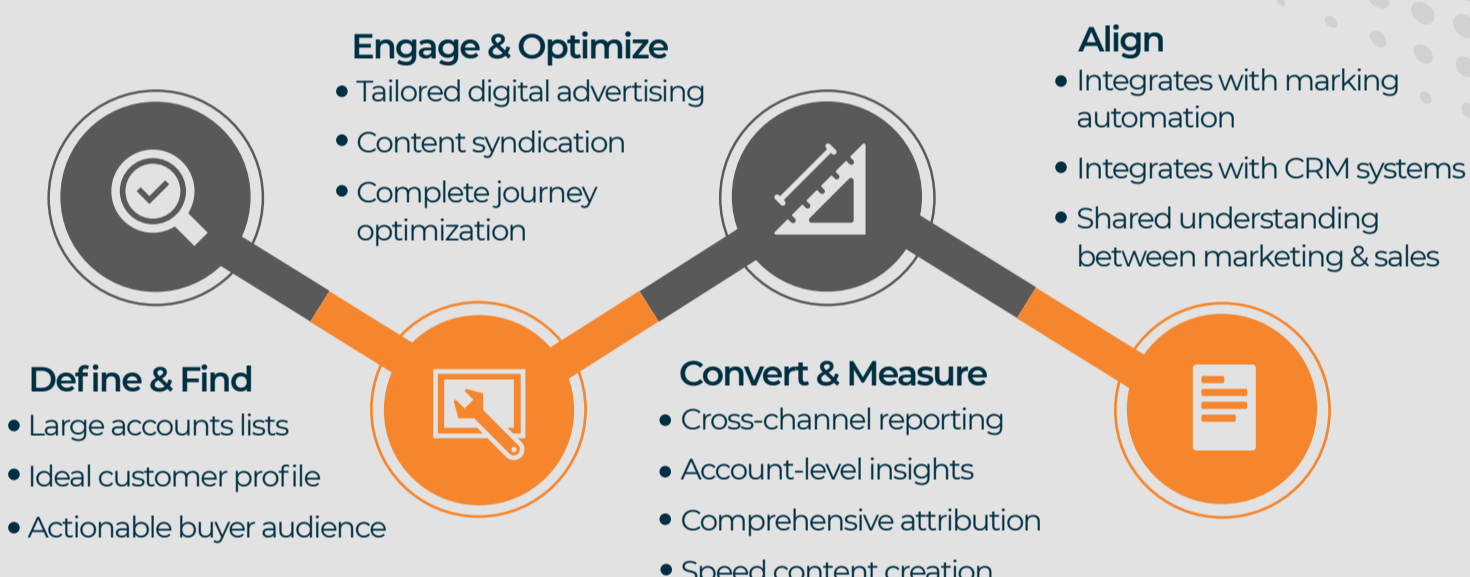
Improve Conversion funnel to reduce churn and increase lead acquisition

BUSINESS SOLUTION

Your Partner Through the ABM Journey

Madison Logic helps shorten the sales pipeline and convert the best accounts faster. It uses technology, actionable data, and content to speed the buyer journey at all stages.

Simple, Strategic, Integrated



DATA

Content development based on a deep understanding of personas, research interests, and media consumption within the target accounts.



RESONANCE

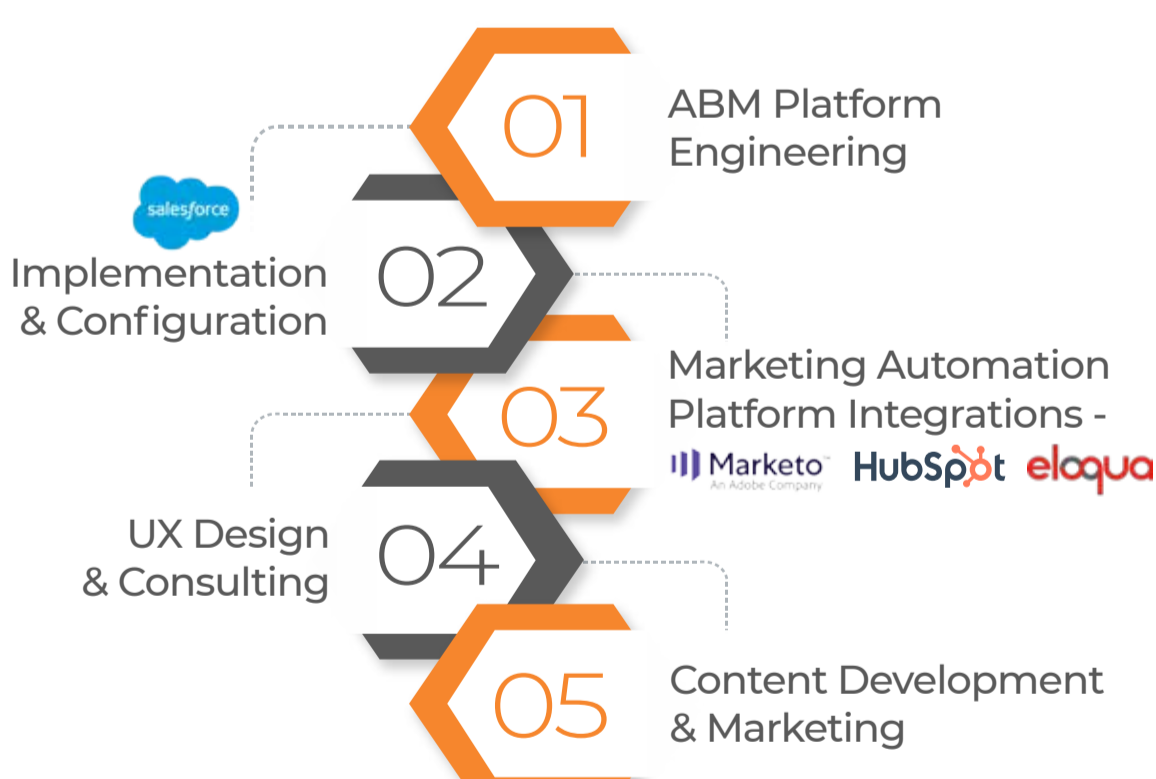
Content creation in a variety of formats covering a wide range of B2B markets. This includes white papers, e-books, infographics, webinars, and videos.



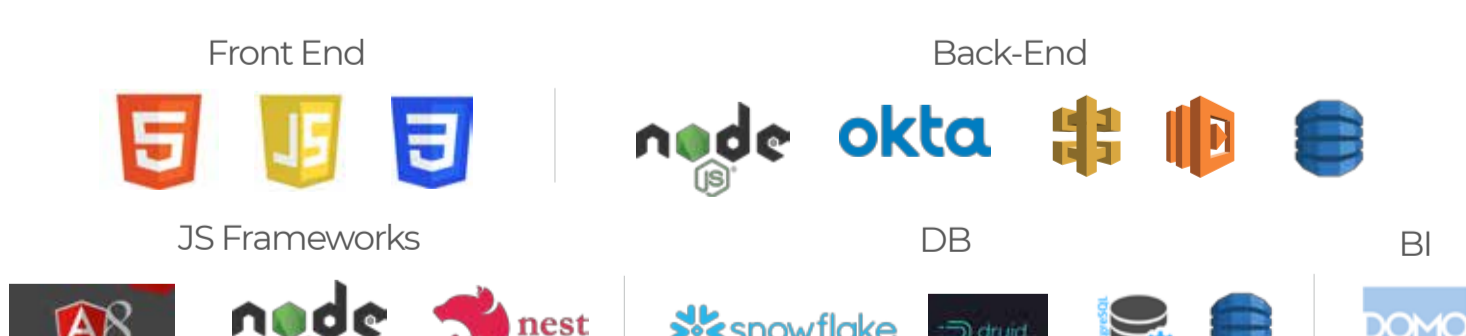
EXPERTISE

Consultative approach to develop the right content for audiences and media programs.

CYBAGE INVOLVEMENT



TOOLS AND TECHNOLOGIES



BUSINESS IMPACT

30%

reduced campaign creation time

70%

increase in reach to the Ideal Consumer Profiles

17%

increase in output velocity and development

150%

conversion rate enhancement by engaging target prospects with relevant content and improved conversion funnel

THE WHO, WHAT, WHERE, AND WHEN OF A BUYER AND CUSTOMER'S JOURNEY WITH ACTIVATEABM™

Full funnel messaging. Pipeline acceleration. True marketing attribution