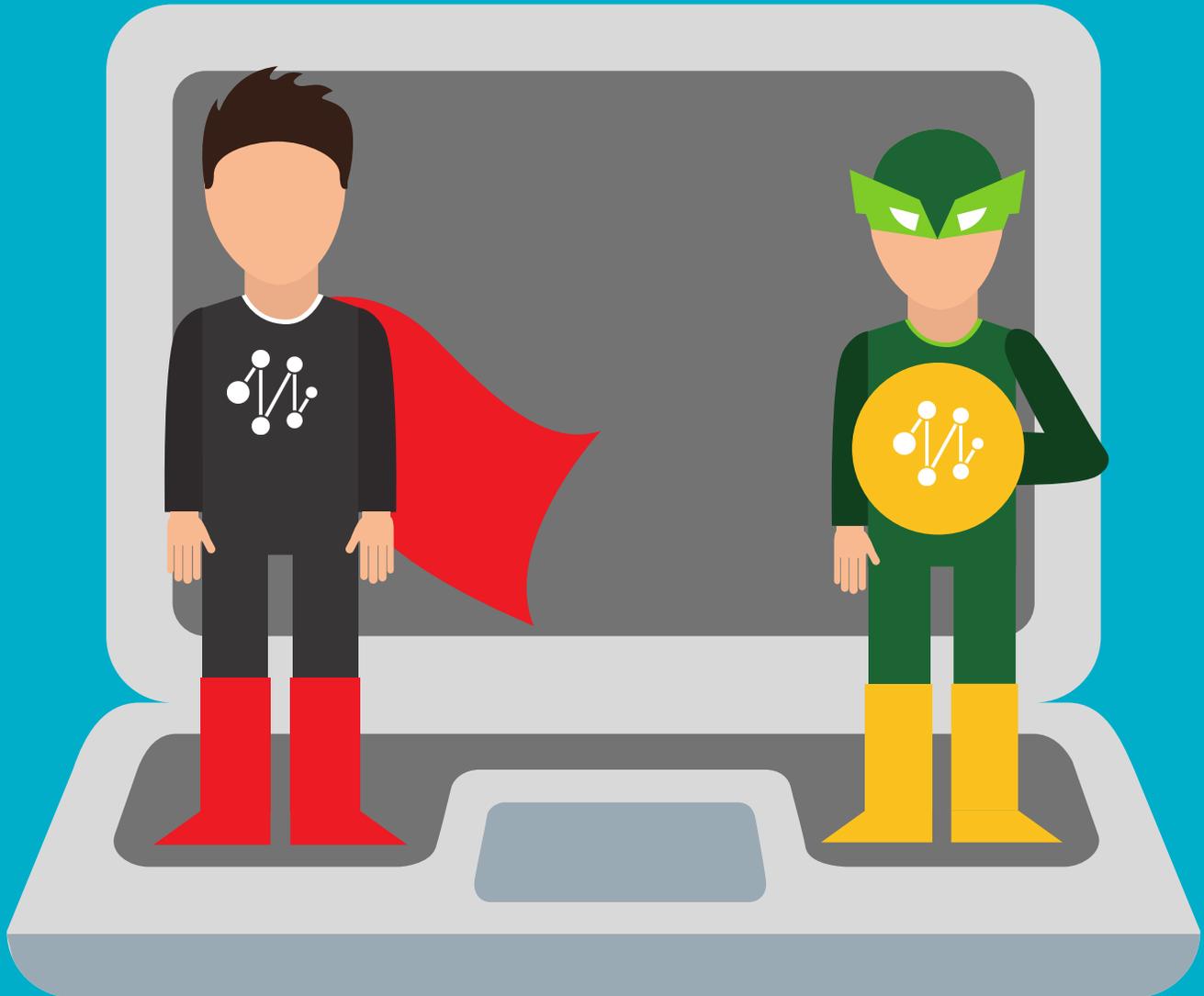


THE AI SIDEKICK:

Five signs that your ABM strategy needs superhuman help





If you're in sales or marketing today, you're either on a team that's moving fast... or you're losing to one.

Speed is everything, especially in account-based marketing. But with Google processing over 40,000 search inquiries every second, how can you possibly find out who's looking for your product? More importantly, how can you find out before your competition does?

With artificial intelligence. That's how. AI will add scale and speed to your team's decisions, which is why **84% of marketing organizations are implementing AI solutions this year.**

Curious if AI is right for you? If any of the scenarios below sound familiar, your curiosity ends here. You're in the slow lane, and it's time to change—or risk getting left behind.

#1: YOU'RE FOCUSED ON VOLUME, NOT QUALITY.

Your marketing team is passing as many leads as possible to your sales team, with no data-driven criteria to truly measure which are a good fit and which aren't.

#2: YOU RELY ON EXPENSIVE MASS-MAILING CAMPAIGNS.

There's nothing wrong with contacting as many leads as possible and hoping some will bite (except when your competition out-maneuvers you by going straight for the best-fit accounts).

#3: YOUR MESSAGE ISN'T PERSONALIZED.

Even if you're moving fast, sending one message to everyone will bring you to a standstill. Today's customer expects a tailored experience. If you're not saying something relevant, they're not listening.

#4: YOUR TO-DO LIST IS OUT OF CONTROL.

Your team is tied up with repetitive tasks, like consolidating data, sending content, tracking behavior, etc. These speed-killers are keeping them from valuable and strategic work.

#5: YOU'RE USING A TRADITIONAL DATA VENDOR.

Traditional vendors deliver data in static lists, causing a bottleneck as your team tries to extract relevant insights. Tick, tock. Meanwhile, the competition is racing ahead.

DO YOU NEED SUPERHUMAN HELP?

To find out how AI can help your team stay in the fast lane by turning data into actionable insights fast, book a free demo with the EverString team.

REQUEST DEMO

