

The Account-Based Technology Stack

Pipeline growth is a perpetual challenge for chief commercial officers. CCOs should work with their CMO to develop a high-performing, account-based pipeline approach. This infographic presents proven technologies used by world-class account-based programs to enable growth.

Ideal Customer Profile

The account-based process begins with the ideal customer profile (ICP). The ICP is used to identify the most valuable customers and prospects, who are both most likely to buy and to generate higher lifetime value for the business.

Target Account List

A list of strategic accounts built using a data-driven methodology, informed by the ICP and fashioned with revenue data solutions:

Revenue Data Solutions

- Account Data
- Contact Data
- Intent Data
- Technographics
- Market Intelligence
- Data Validation

Prioritized List

A narrow focus on target accounts that are more likely to engage now, informed by a combination of revenue data solutions and internal data.

Orchestrate

The design and execution of programs to engage prioritized lists of target accounts. Account-based programs are orchestrated across multiple channels and delivered by multiple go-to-market functions.

Account-Based Applications

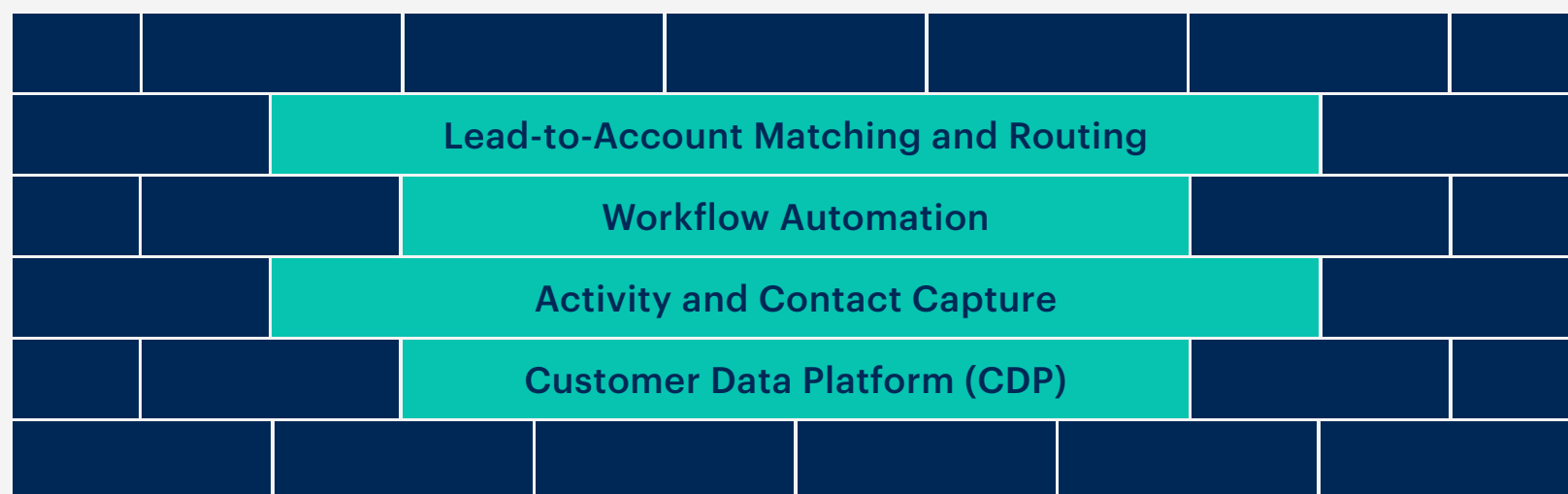
- Account-Based Platform
- Account Planning
- CRM (SFA)

Engage

Media and Advertising Air Cover	Marketing Engagement	Sales/SDR/CS Engagement
Content Syndication	Marketing Automation	Sales Engagement Platform
Search and Social Advertising	Webinars and Virtual Events	Chat
	Event Technology	
Programmatic Advertising	Web Personalization	LinkedIn Social Engagement
Account-Based Advertising	Direct Mail and E-Gift	Video Messaging
	Content Hubs	

Pipeline Operations

The foundational elements required to successfully support the data management, data capture, workflow and visibility requirements of account-based programs.



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Note: These technologies have been selected and positioned based on an assessment by Gartner analysts and customer feedback. Their applicability may vary across organizations and industries.