Make ABM work for you by infusing AI

**Demand Gen. vs. ABM**

- What are you trying to reach? (Number of leads)
- What can you say? (Content)
- Why ABM?
- Align your accounts for ABM strategy based on
  - Engagement
  - Fit
  - Intent

**Old world vs AI-based account insights**

- Artificial intelligence
  - Automated data analysis and modeling

**AI-powered ABM drives higher conversion across the entire funnel**

**About fiind**

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