## Vendor Name:



## Deadline:

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SOC2 Type 2Image: Society Soc			
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Predictive Model: Qualification/Fit       Image: Constraining/build time         Fast Predictive Model training/build time       Image: Constraining/build time         Customer-defined inputs for models       Image: Constraining/build time         Cost per model       Image: Constraining/build time         How are changes/Iterations/updates to predictive models made       Image: Constraining/build time         Factors in predictive model:       Image: Constraining/build time         CRM data/activity       Image: Constraining/build time	Predictive Models	Yes / No / 3rd Party	Comments
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Factors in predictive model:       CRM data/activity	Cost per model		
CRM data/activity	How are changes/Iterations/updates to predictive models made		
	Factors in predictive model:		
MAS data/activity	CRM data/activity		
	MAS data/activity		

Email data (directly from gmail or exchange servers)		
Proprietary intent (bidstream or other)		
Third Party Intent		
Advertising data		
Website activity (known & anonymous)		
Product categories (what products each account offers used in models)		
Technographics (what technologies each account owns used in models)		
Data	Yes / No / 3rd Party	Comments
Client-side anonymous web activity identification (IP + Cookie)		
Server-side anonymous web activity identification (IP + Cookie)		
Identify known web activity (marketing automation sync)		
Multiple tag deployement methods (js, pixel, etc.)		
Web Analytics integration (Google Analytics & Adobe Analytics)		
Technographic Data		
Firmographic Data		
People Data (contact imports)		
Global database		
Lead to account matching		
Data management/audit Tool (matching 1st party accounts)		
Custom fields within ABM Solution		
Auto-creation of account lists for AE's and SDR/BDR's		
Identify engaged contacts outside of SFDC or Marketo		
Automatic Contact creation in SFDC from sales activity		
Automatic contact creation in Marketo		
Data sync to Cloud Storage providers		
Upload custom activity and/or Intent Data		
AI-Driven intent-data classification (low, medium, high)		
Unlimited intent data segments		
Tracking offline activities		
Intent Data	Yes / No / 3rd Party	Comments
Quality of Intent		
Intent Sources		
All Intent Signals		
Sales Insights/Alerts	Yes / No / 3rd Party	Comments
SFDC Application		
Browser Extension		
Email Insights		
Sales actionability		
Customizable insights (by sales reps)		
Automatic logging of emails and calendar activities into ABM Platform		
SFDC custom sales views/reports/dashboards		
Easy actionability with salesloft/outreach/HVS		
Advertising	Yes / No / 3rd Party	Comments
Account-Based DSP		
IP-Based Advertising		
Cookie-Based Advertising		
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Display/Native/Pre-roll Video Advertising		
Display/Native/Pre-roll Video Advertising		
Al-Driven Bid Optimization		
Al-Driven Frequency Capping		
Intent-based advertising		
People-based advertising (known contacts)		
People-based advertising (personas)		
Unlimited ad campaign segments		
Unlimited # of accounts available for advertising		
Dynamic audiences/segments for advertising campaigns		
Dynamic advertising creatives		
Impressions and Clicks at the account-level		
Account lift metrics		
Custom advertising reports		
Account stage progression metrics for advertising campaigns		
3rd party pixels allowed in advertising		
Advertising activities used in predictive models		
Social Media Integration		
Web Personalization	Yes / No / 3rd Party	Comments
Proprietary Web Personalization		
In-platform segment and personalization builder		
Web form(s) integration for lead enrichment		
Dynamic segmentation lists that account for real-time changes		
Custom data available for segmentation		
Prioritization logic		
Auto-publish personalization experiences		
Google Analytics event creation		
Unlimited personalization campaigns	Vee (Ne ( 2nd Dente	
Orchestration/Automations	Yes / No / 3rd Party	Comments
Orchestrate email campaigns with accounts/leads/contacts		
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Orchestrate ad campaigns with leads/contacts Automatically add/remove people from Marketo Campaigns Automatically add/remove people from Salesloft/Outreach/SFDC Campaigns Change lead/contact status within SFDC campaign Change person/contact status within Marketo campaign Change/update people/account/opportunity data within SFDC Create SFDC tasks Create Marketo Alerts Orchestrate Sales Alerts Automatically update LinkedIn segments based on any criteria defined Define the segment based on all available data from across CRM/MAS/Inbox activities Advanced scheduled/reoccuring options History/log of all scheduled orchestration actions	Yes / No / 3rd Party	Comments
Orchestrate ad campaigns with leads/contacts Automatically add/remove people from Marketo Campaigns Automatically add/remove people from Salesloft/Outreach/SFDC Campaigns Change lead/contact status within SFDC campaign Change person/contact status within Marketo campaign Change/update people/account/opportunity data within SFDC Create SFDC tasks Create Marketo Alerts Orchestrate Sales Alerts Automatically update LinkedIn segments based on any criteria defined Define the segment based on all available data from across CRM/MAS/Inbox activities Advanced scheduled/reoccuring options History/log of all scheduled orchestration actions Measurement	Yes / No / 3rd Party	Comments
Orchestrate ad campaigns with leads/contacts Automatically add/remove people from Marketo Campaigns Automatically add/remove people from Salesloft/Outreach/SFDC Campaigns Change lead/contact status within SFDC campaign Change person/contact status within Marketo campaign Change/update people/account/opportunity data within SFDC Create SFDC tasks Create Marketo Alerts Orchestrate Sales Alerts Automatically update LinkedIn segments based on any criteria defined Define the segment based on all available data from across CRM/MAS/Inbox activities Advanced scheduled/reoccuring options History/log of all scheduled orchestration actions Measurement Account Layer Analytics	Yes / No / 3rd Party	Comments

Advanced BI Capabilities for ABM		
Social Influence		
Visualize # of historical activities by Sales v. Marketing		
Visualize historical intent		
Account Stage timeframe analysis		
Volume, Velocity, Conversion metrics for each stage		
Account-Based Attribution Dashboards		
Account-Based multi-touch attribution dashboards		
People/account based heatmaps		
Opportunity dashboards		
Type of custom reporting within platform		
Integrations	Yes / No / 3rd Party	Comments
CRM (e.g. Salesforce, MS Dynamics, etc.)		
B2B data providers (e.g. InsideView, Reachforce, Bombora)		
225 data providero (e.g. molaciview, readinarios, Bolinbara)		
Marketing Automation (e.g. Marketo, Eloqua, Pardot)		
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Marketing Automation (e.g. Marketo, Eloqua, Pardot) Content Marketing Platforms (e.g. NewsCred, Contently, Upland)		
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