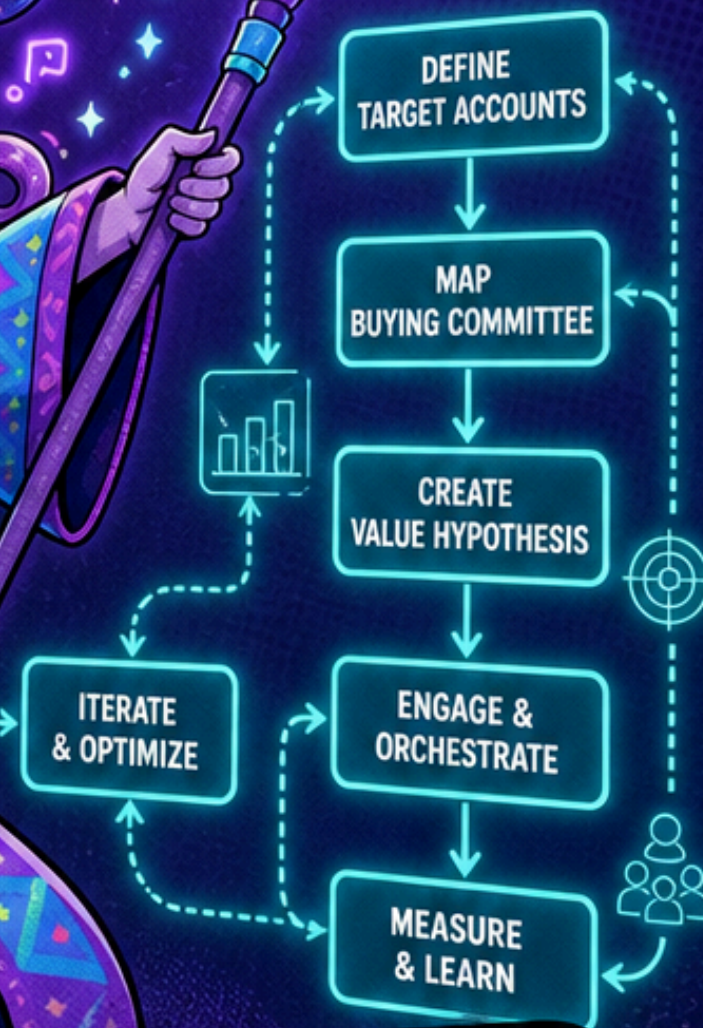




TARGET ACCOUNTS

- Account A
- Account B
- Account C

- ICP
- Industry
 - Size
 - Tech Stack
 - Pain Points

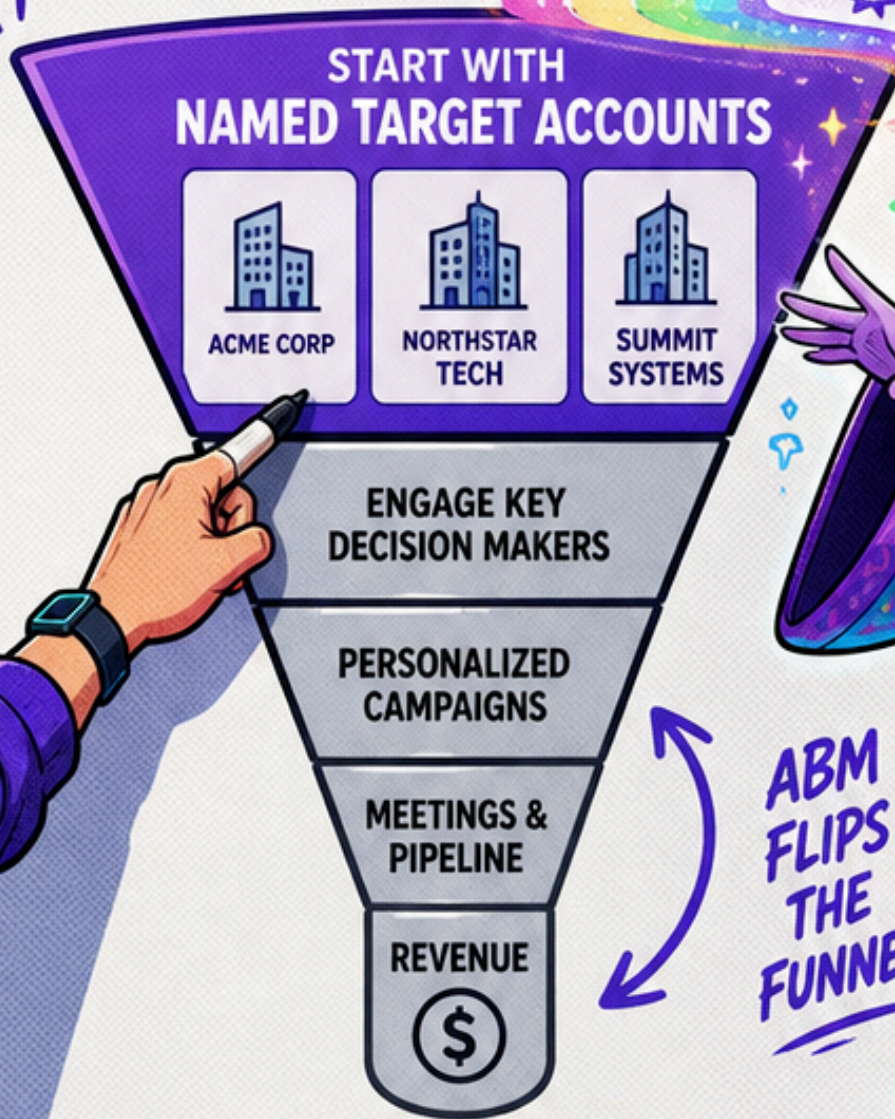


ACCOUNT-BASED MARKETING

FOR ENGINEERS:

A SYSTEMS THINKER'S PLAYBOOK

ABM FLIPS THE FUNNEL, AND THAT'S THE POINT



PRECISE

Focus on accounts you've already decided to win.



PERSONALIZED

Every message speaks to their specific context.



EFFICIENT

No waste. Every dollar works harder.

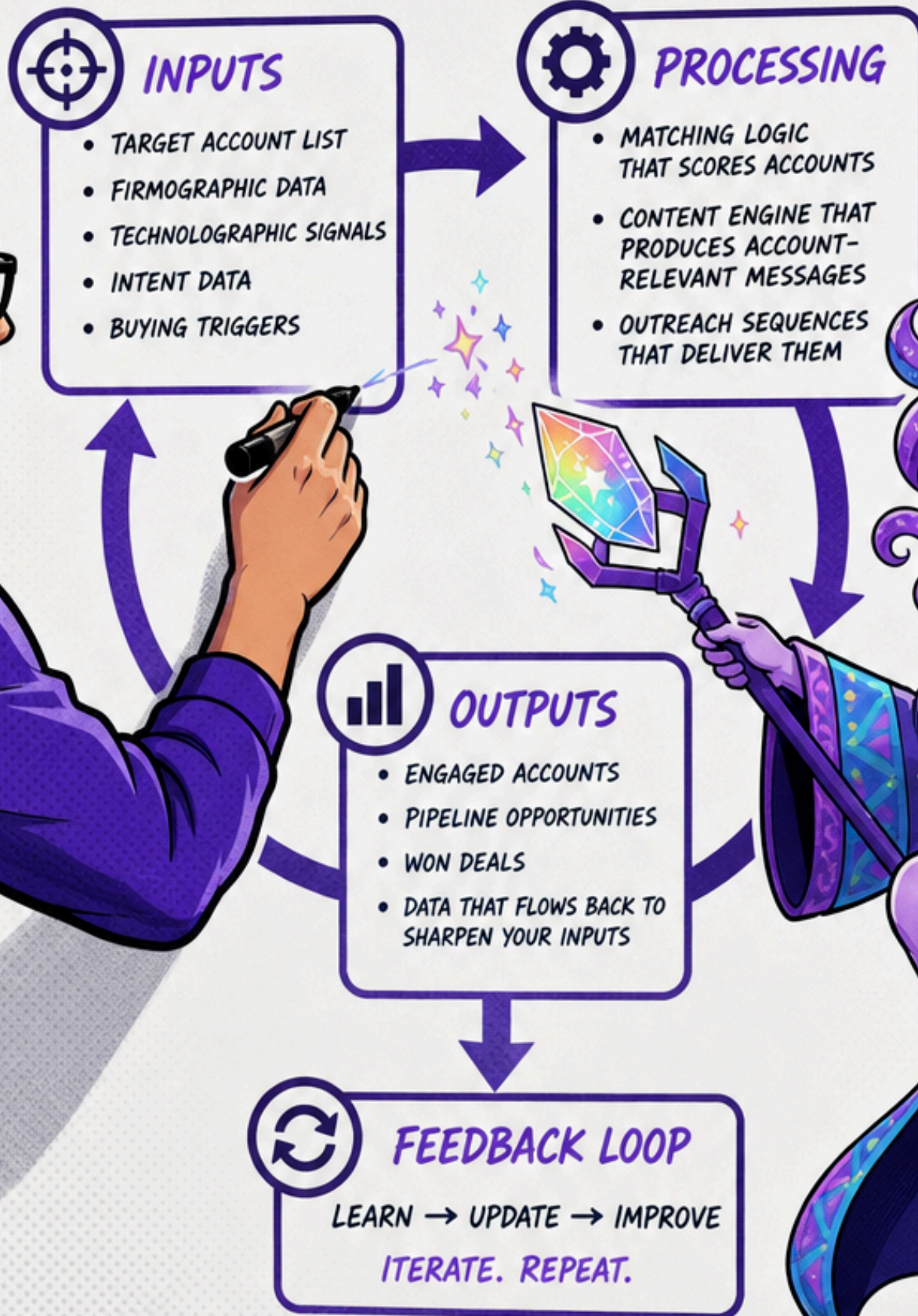
PRECISION BEATS VOLUME IN B2B.

ABM FLIPS THE FUNNEL

BUILD FOCUS WIN





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THINK OF IT AS A SYSTEM ARCHITECTURE PROBLEM



ACCOUNT SELECTION IS REQUIREMENTS GATHERING

FIRMOGRAPHIC FILTERS

-  **INDUSTRY**
SaaS, FinTech, HealthTech
-  **COMPANY SIZE**
50 – 2,000
-  **REVENUE**
\$10M – \$500M
-  **LOCATION**
North America, ANZ, Europe

TECH STACK CONSTRAINTS

-  PostgreSQL ✓
-  Kubernetes ✓
-  Snowflake ✓
-  AWS ✓
-  Oracle DB ✗

TEAM STRUCTURE SIGNALS

-  Engineering Team ✓
- Head of Engineering ✓
- DevOps / Platform ✓
- Budget Authority ✓

BUYING TRIGGERS

-  Recent Funding (Series A+)
-  Hiring Spree (Eng Leadership)
-  Evaluating Competing Tools
-  In-Market Intent Signals

CONSTRAINTS YOU CAN VERIFY.

ICP CRITERIA

-  **FIRMOGRAPHIC FIT**
(Industry, Size, Revenue)
-  **TECH STACK FIT**
(Integrations, Tools)
-  **TEAM STRUCTURE FIT**
(Roles, Authority)
-  **BUYING TRIGGERS**
(Intent, Timing)

★ HIGH FIT + HIGH INTENT = PRIORITY ACCOUNT

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Your account list is a living data structure.



PERSONALIZATION IS A DATA PIPELINE PROBLEM

THE WORD "PERSONALIZATION" GETS MISUSED CONSTANTLY.

AT THE ACCOUNT LEVEL, PERSONALIZATION MEANS CONSTRUCTING A MESSAGE THAT'S RELEVANT TO THE SPECIFIC SITUATION OF A SPECIFIC ORGANIZATION, BASED ON DATA YOU'VE GATHERED ABOUT THEM.

THIS IS A DATA PIPELINE PROBLEM.

YOUR JOB IS TO AGGREGATE SIGNALS FROM MULTIPLE SOURCES AND SYNTHESIZE THEM INTO A TAILORED POINT OF VIEW.

HERE'S WHAT THAT PIPELINE LOOKS LIKE IN PRACTICE:



JOB POSTINGS

Hiring signals reveal what they're building and where they're investing.



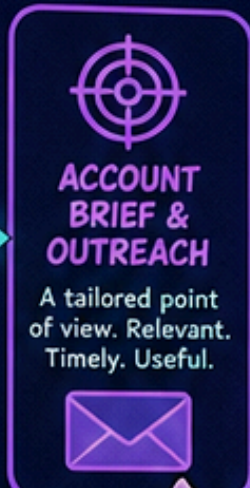
PUBLIC REPOS & TECH STACK SIGNALS

See what they're actually building with. Understand their architectural context.



THIRD-PARTY INTENT DATA

Aggregate anonymous research behavior across publisher networks.



JOB POSTINGS ARE ONE OF THE MOST UNDERUSED SIGNALS IN ABM. IF A TARGET ACCOUNT IS HIRING A VP OF REVENUE OPERATIONS, A MARKETING AUTOMATION MANAGER, AND AN SDR, THEY'RE BUILDING A COMMERCIAL FUNCTION. THAT'S A CONTEXT-RICH OPENING FOR A CONVERSATION ABOUT PIPELINE, NOT GENERIC OUTREACH.



PUBLIC REPOS AND TECH STACK SIGNALS TELL YOU WHAT THEY'RE ACTUALLY BUILDING WITH. IF A PROSPECT'S GITHUB ORGANIZATION IS FULL OF PYTHON MICROSERVICES AND RECENT COMMITS TO KAFKA CONSUMERS, YOU KNOW THEIR ARCHITECTURAL CONTEXT BEFORE YOU SAY A WORD. A PERSONALIZED MESSAGE THAT REFERENCES THEIR OBSERVABLE STACK IS GENUINELY USEFUL. IT SHOWS YOU'VE DONE THE WORK.



THIRD-PARTY INTENT DATA AGGREGATES ANONYMOUS RESEARCH BEHAVIOR ACROSS PUBLISHER NETWORKS. SO IF FOUR PEOPLE AT YOUR TARGET ACCOUNT SPENT THE PAST TWO WEEKS READING ARTICLES ABOUT WORKFLOW AUTOMATION, YOU HAVE A SIGNAL WORTH ACTING ON.



THE SYNTHESIS STEP IS WHERE ENGINEERS HAVE A PRACTICAL EDGE. YOU'RE COMFORTABLE THINKING ABOUT DATA JOINS, SIGNAL CONFIDENCE SCORES, AND WEIGHTED INPUTS. A GOOD ACCOUNT BRIEF IS ESSENTIALLY A QUERY AGAINST YOUR ENRICHMENT DATA: WHAT DO I KNOW ABOUT THIS COMPANY, WHAT DOES IT TELL ME, AND WHAT'S THE MOST RELEVANT ANGLE FOR OUTREACH?



PRACTITIONERS CONSISTENTLY REPORT THAT ACCOUNT-SPECIFIC CONTENT AND HYPER-PERSONALIZATION ARE MARKERS OF HIGHER-PERFORMING ABM PROGRAMS. THE UNDERLYING PRINCIPLE — THAT MESSAGES TAILORED TO A SPECIFIC COMPANY'S OBSERVABLE CONTEXT OUTPERFORM GENERIC OUTREACH — IS WELL-SUPPORTED BY ABM PRACTITIONER EXPERIENCE, EVEN IF PRECISE INDUSTRY-WIDE PERCENTAGES VARY ACROSS STUDIES.



THE CROSS-FUNCTIONAL CHALLENGE

(ESPECIALLY WHEN YOU'RE THE WHOLE FUNCTION)



SHARED ACCOUNT DASHBOARD

ACCOUNT LIST	KEY SIGNALS	TOUCHPOINTS	NEXT ACTIONS
Acme Corp	<input checked="" type="checkbox"/> Hiring spike	Email 2d ago	<input type="checkbox"/> Send case study Acme Corp TODAY
Northbridge	<input checked="" type="checkbox"/> Funding round	LinkedIn View 3d ago	<input type="checkbox"/> Follow up Northbridge TOMORROW
Titan Systems	<input checked="" type="checkbox"/> Intent: High	Website Visit 1w ago	<input type="checkbox"/> Share ROI deck Titan Systems THIS WEEK
Vertex Labs	<input checked="" type="checkbox"/> Tech change	Demo Request 1w ago	<input type="checkbox"/> Book demo Vertex Labs THIS WEEK
Pioneer Inc.		Call 2w ago	

ONE LIST **ONE SIGNAL SET** **ONE PLAYBOOK**

YOUR SYSTEM. YOUR CONTEXT. BETTER OUTCOMES.

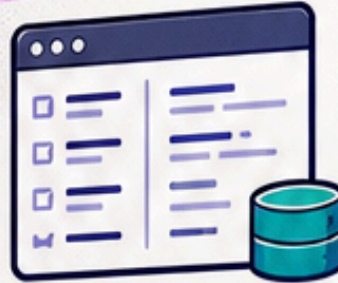
FOUNDER MODE >

- ENGINEER
- PRODUCT
- UX
- GTM
- SALES
- ALL OF THE ABOVE

BUILDING YOUR FIRST ABM PROGRAM: A FRAMEWORK

1 DEFINE YOUR ICP AS A SCHEMA.

Industry, company size, tech stack, team structure, geography, and relevant buying triggers. These are your required fields. Add weighted optional fields for signals that improve fit confidence.



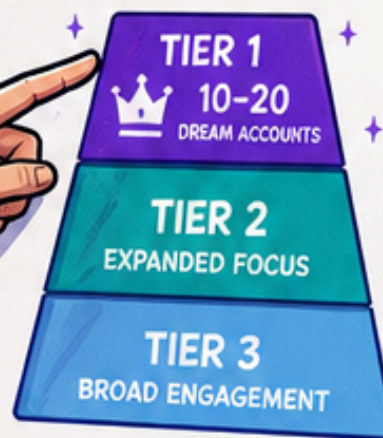
2 BUILD YOUR TARGET ACCOUNT LIST.

Start small. The final list should be sized to available resources, not to ambition. As a general rule of thumb, a program running a large number of accounts with a small team will produce lower engagement quality than the same team running a tighter list well. Quality of execution matters far more than list size at the start.



3 TIER YOUR ACCOUNTS.

Not all target accounts deserve the same level of effort. A tiered approach keeps your team focused. A common practitioner convention is to designate a small number of "Tier 1" dream accounts — often somewhere in the range of 10–20, though the right number depends on your resources — for fully bespoke campaigns, custom research, personalized video messages, executive-to-executive outreach, and custom proposals. Tier 2 and Tier 3 get progressively lighter treatment.



4 INSTRUMENT YOUR TOUCHPOINTS.

Every interaction with a target account, email open, ad view, website visit, content download, is a data point. Track it at the account level, not just the contact level. By combining these signals, you can create a structured scoring system to prioritize accounts effectively.



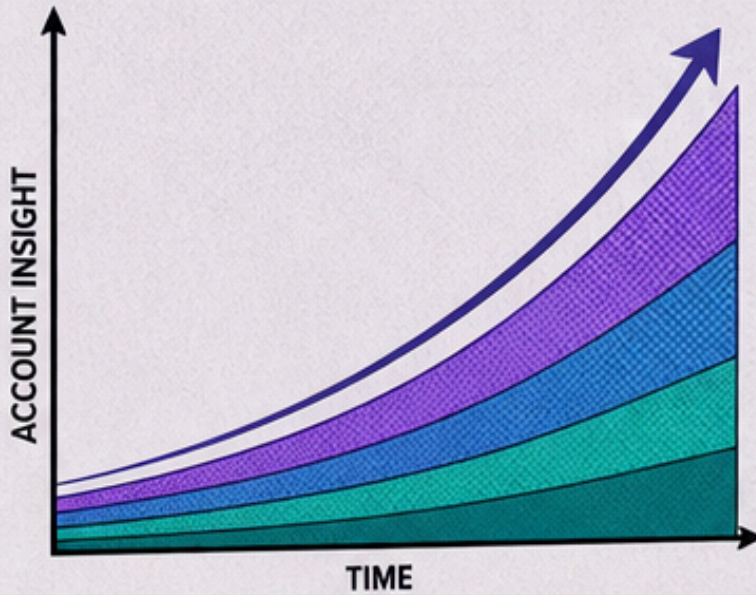
5 CLOSE THE LOOP.






After you win or lose a deal, interrogate the data. Which signals were predictive? Which accounts you thought were high-fit turned out not to be? Feed those learnings back into your ICP definition. This is the iteration cycle that makes your program compound over time.



THE COMPOUNDING ADVANTAGE

ACCOUNT INTELLIGENCE COMPOUNDS OVER TIME




-  **HIRING SIGNALS**
Job Postings
-  **TECH STACK CONTEXT**
Public Repos
-  **INTENT DATA**
Entry-Level
-  **FIRMOGRAPHIC**
Enrichment
-  **TECHNOGRAPHIC**
Enrichment




DATA ACCESSIBILITY
More tools.
More affordable.

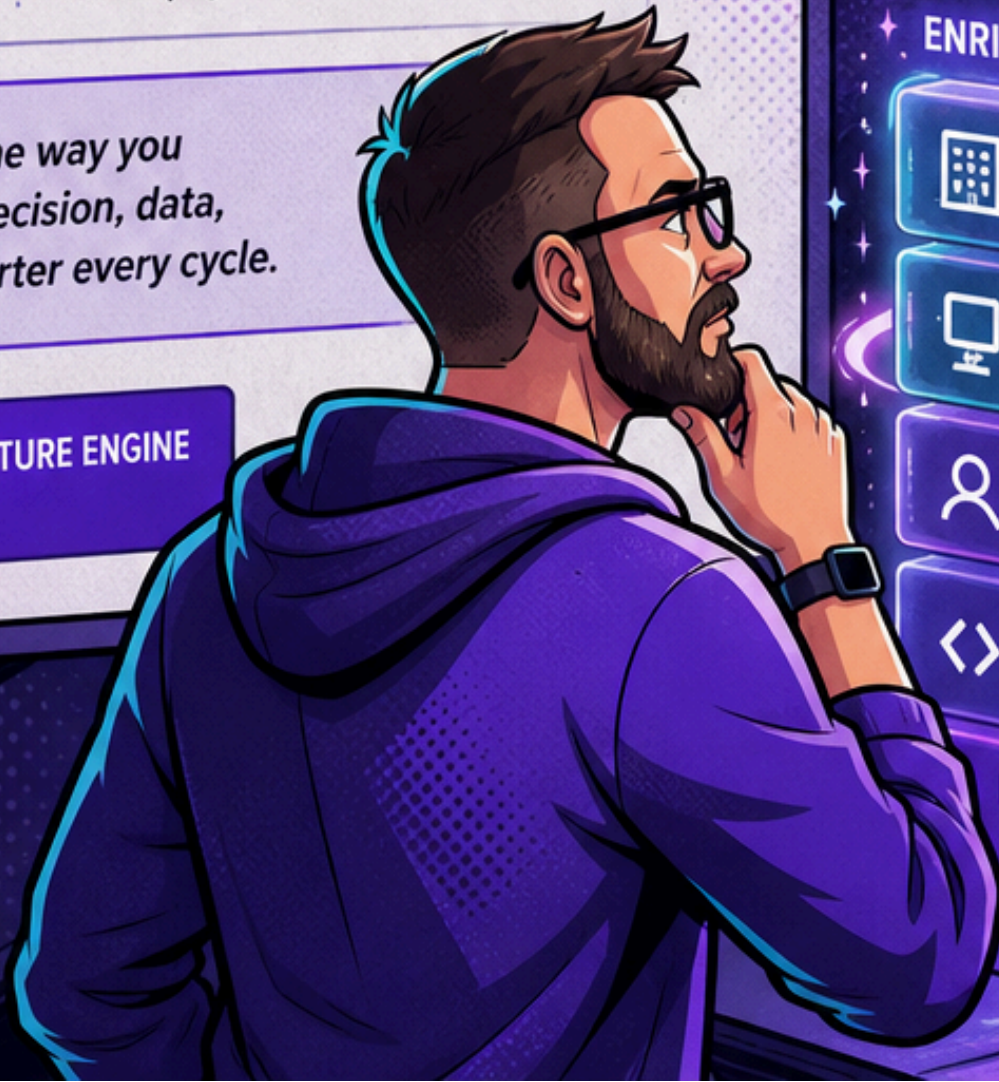

AUTOMATION
Enrich and update
at scale.


DISCIPLINE
ABM is a system,
not a one-off
campaign.






COMPOUNDING RESULTS
Smarter every
cycle.

“ Build your pipeline the same way you build your product: with precision, data, and a system that gets smarter every cycle.”

 **START BUILDING YOUR VENTURE ENGINE AT SUPRAMONO.COM**



ENRICHMENT TOOLS

-  **CLEARBIT**
Firmographic Enrichment
-  **BUILTWITH**
Technology Lookup
-  **JOBSCRAPER**
Hiring Signals
-  **GITHUB API**
Tech Stack Context
-  **BOMBORA / 6SENSE**
Intent Data

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Discover. Build. Sell. One AI
Venture Engine.

<https://supramono.com>

