



Signal overload

How B2B teams turn data into action



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Director, Vertical and Performance
StackAdapt



B2B has changed

Most strategies *haven't*



**More data.
More channels.
Less clarity on
what to do next.**

in

SEARCH

LEAD GEN

DISPLAY

CTV

**Most B2B
teams still rely
on 1–2 channels**

**LIMITED
CHANNELS**



**INCOMPLETE
VISIBILITY**



**The challenge
isn't reach
It's knowing
where to focus**

PRIORITIZATION

SIGNALS

ALIGNMENT



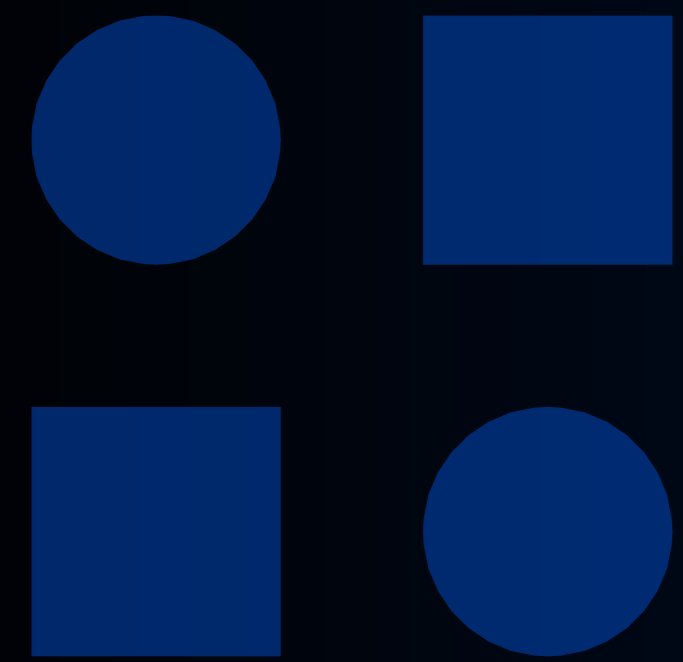
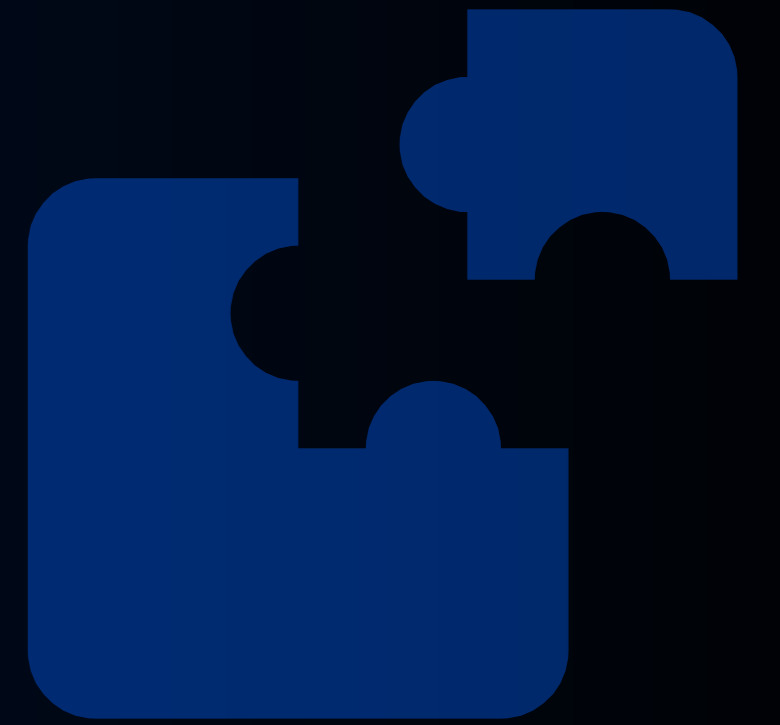
CORY LEBIHAN

GM

Add3LEAD

**What this looks
like in practice**

FRAGMENTED SIGNALS



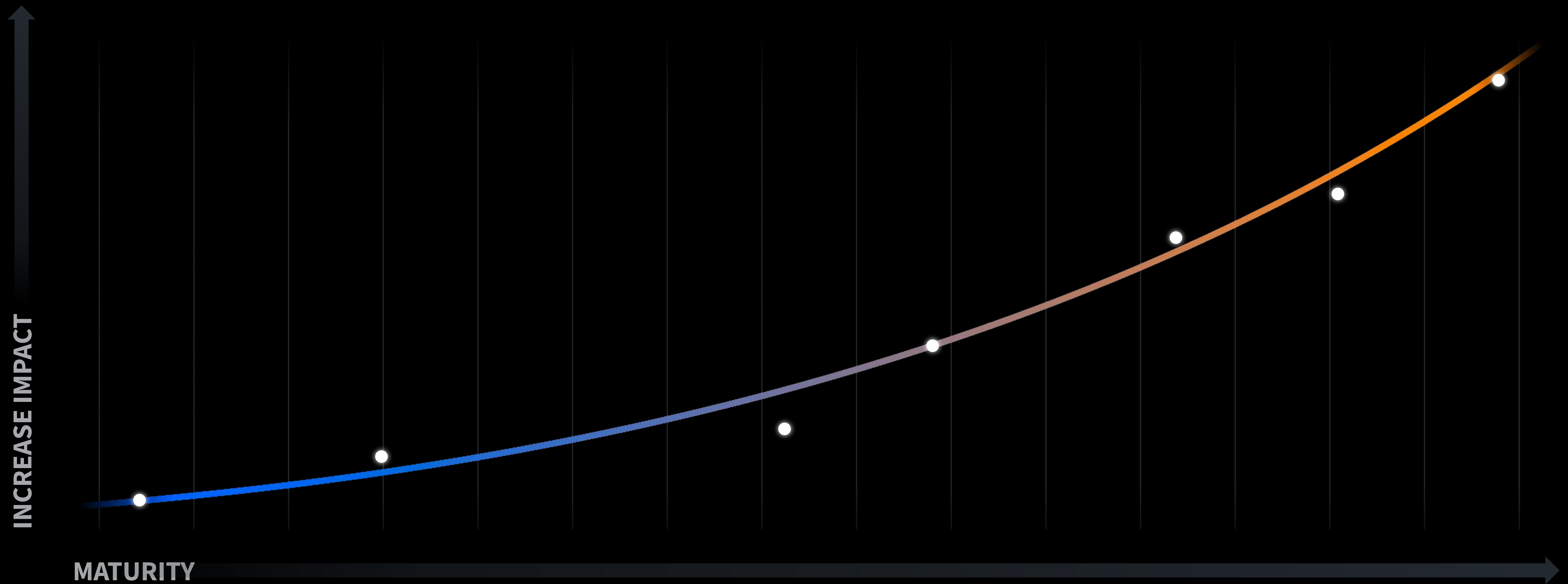
UNCLEAR PRIORITIZATION

LIMITED VISIBILITY INTO OUTCOMES



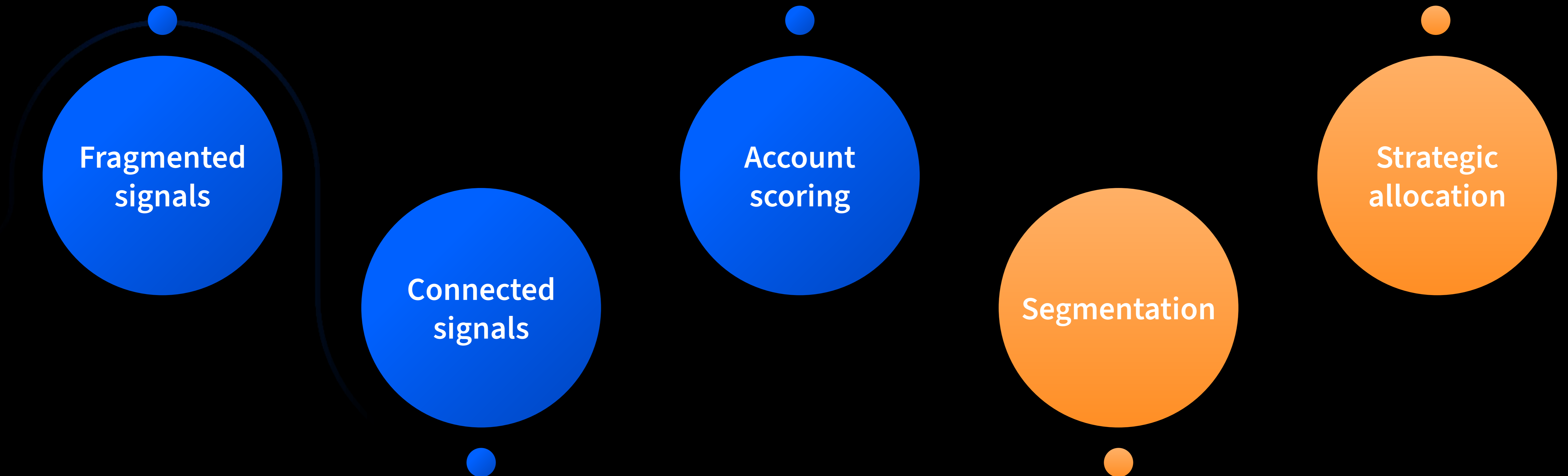
Not every team is at the same stage

ABM maturity spectrum and progress curve

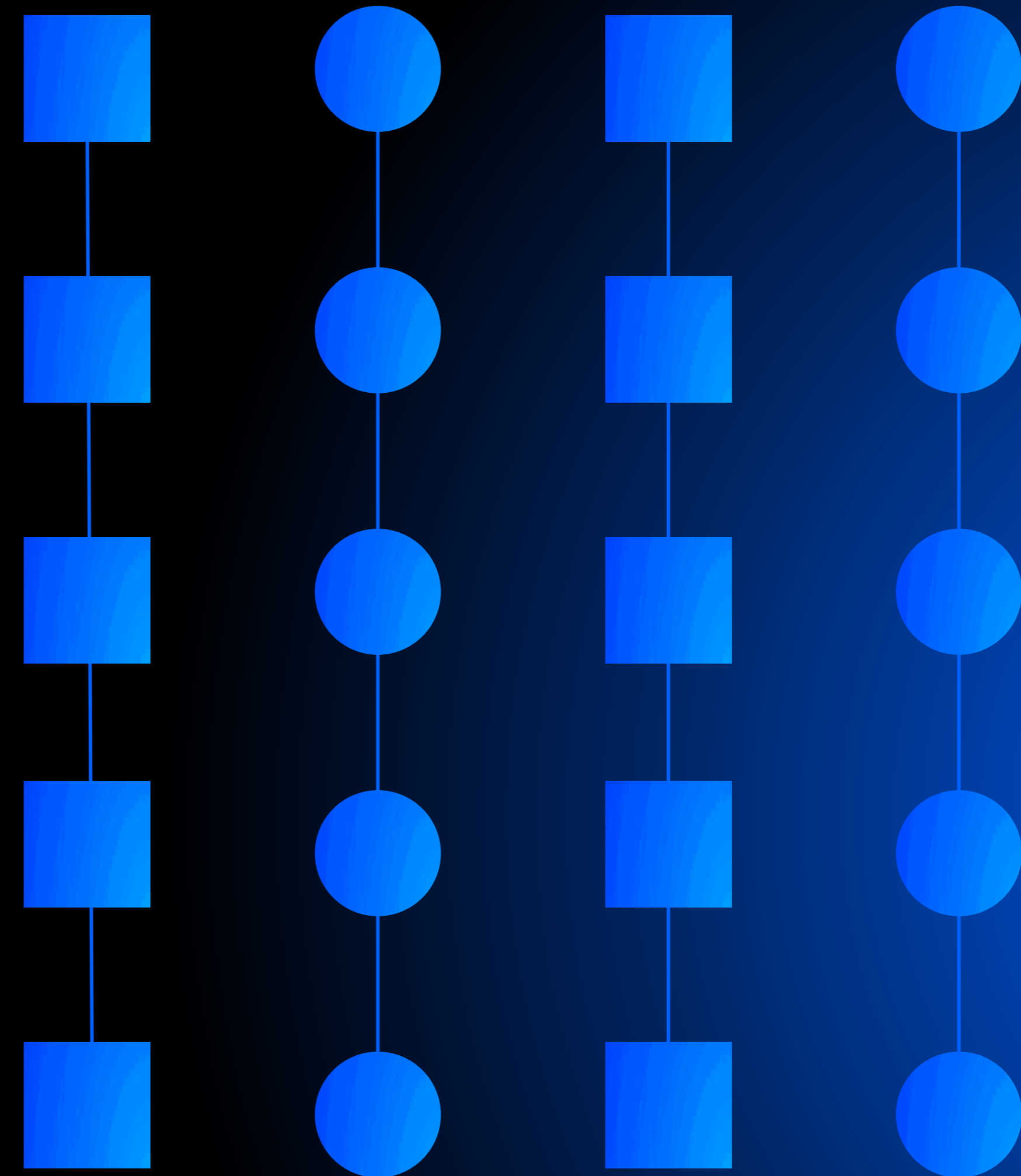


**How do you decide
where to focus?**

How signals turn into **DECISIONS AND EXECUTIONS**



Reducing Fragmentation





PIPELINE SEGMENTATION

Unaware

Aware

Interested

Consideration

Sales Ready

Predictive Account Scoring

Funnel Insights

Customer Acquisition [Business Acquisition](#)

Advertiser StackAdapt

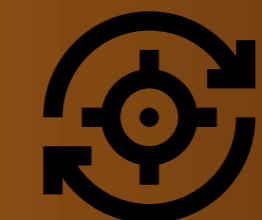
All funnels you've created are listed below. Select a funnel to view its details.

Set Up Funnel

Funnel	ABM Audience	Audience Size	Matched Accounts	Intent Keywords	Lookback Window	Status
Test Funnel 2	ABM Marketing General	8131	0	programmatic advertising + 7 m...	1 month	Active
PAS_TEST1_MNTN - Competitive List - ABM (US Only)	MNTN - Competitive List - ABM (US Only)	648040	0	programmatic + 5 more	0 months	Inactive
PASTest2_MNTN - Competitive List - ABM (US Only) - Seniority/Persona ad...	MNTN - Competitive List - ABM (US Only) - Seniority/Persona ad...	9607	0	programmatic advertising + 6 m...	0 months	Inactive
Testing Hubspot List	HubSpot Segment: "Companies - Customers" ID: 3371	3820313	0	Business + 2 more	1 month	Active
Testing 2464908 Funnel	MNTN - Competitive List - ABM (US Only) - Seniority/Persona ad...	9607	0	Company + 4 more	1 month	Inactive
Test 2465428 Audience	MNTN - Competitive List - ABM (US Only) - Persona added	18365	0	Gadgets + 6 more	6 months	Inactive
Funnel Created From Audience Page 1	MNTN - Competitive List - ABM (US Only) - Persona added	18365	0	Energy/Construction/Manufactu...	3 months	Inactive
PAS April 28 MNTN - Competitive List - ABM (US Only) - Seniority/Pt	MNTN - Competitive List - ABM (US Only) - Seniority/Persona ad...	9607	0	programmatic advertising + 6 m...	1 month	Active
May 1st Test Funnel	MNTN - Competitive List - ABM (US Only) - Seniority/Persona ad...	9607	0	BioTech + 7 more	3 months	Active

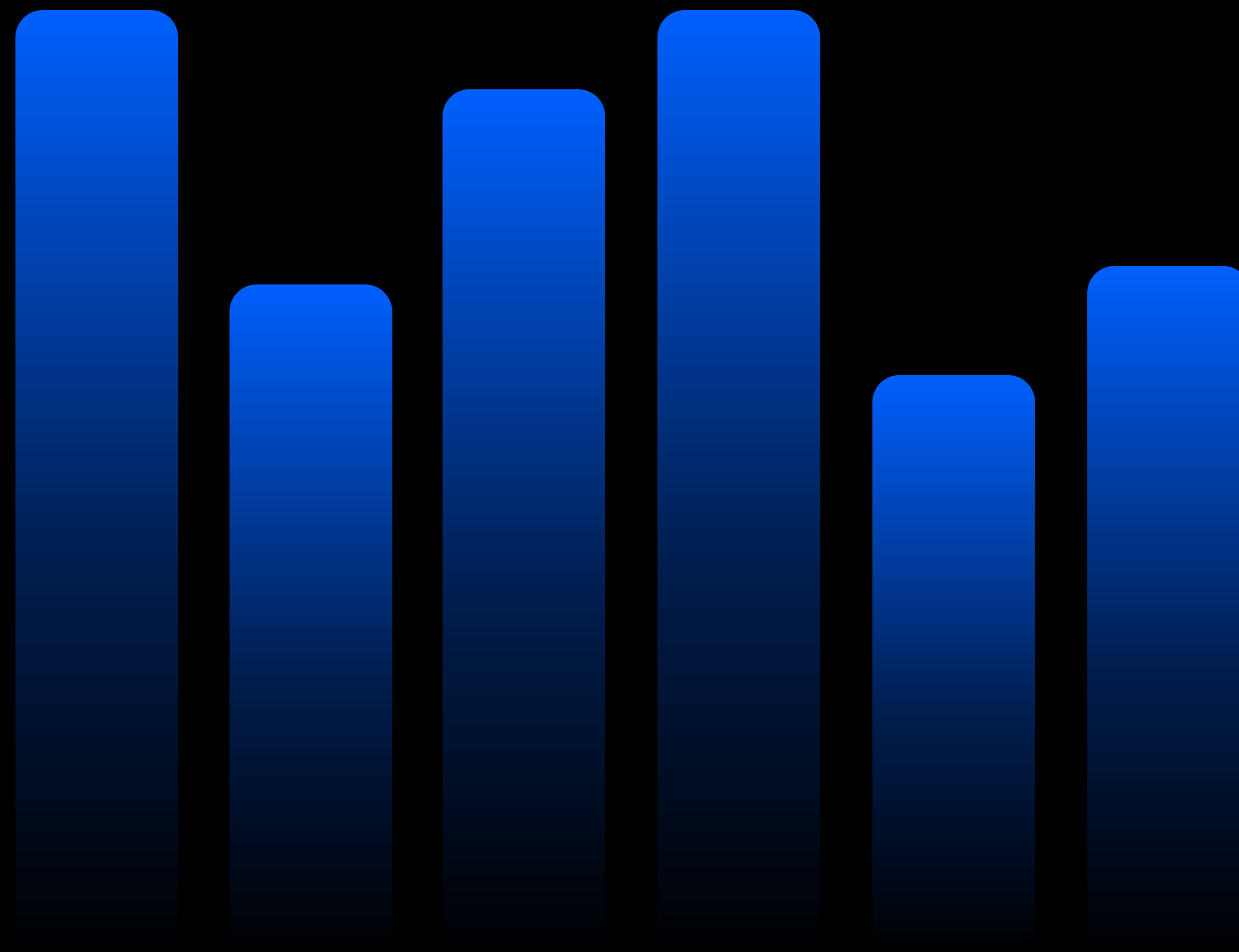
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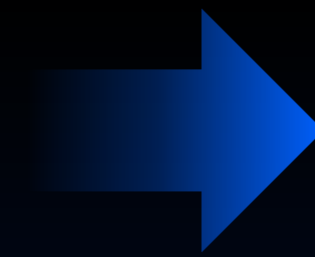


Right stage,
right tactics.

ABM Dynamic Allocation



Adjusting strategies in **real time**



LIVE IN PLATFORM

ABM Dynamic Allocation

BETA KICKOFF THIS MONTH

Predictive Account Scoring

**It's not
about
having more
signals.**

**It's about
knowing
what to do
with it.**

Signal overload

How B2B teams turn data into action

CON
VER
ION

 StackAdapt