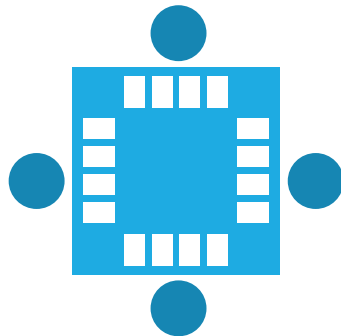# AdRoll ABM

WIN MORE TARGET ACCOUNTS WITH EASE

AdRoll ABM CARD GAME

"For business-to-business marketers of all ages!"

Because we all know you can't wait to play a branded direct mail game thought up by marketers – here's how you play. The goal is to win the most "target accounts." (So fun!)

REQUIRES:
- Your AdRoll ABM cards
- Desire to win more target accounts with ease

Spread cards face down on table. The marketer who last replied-all to an email they were Bcc'd on goes first. On their turn, the marketer draws a card and must perform an action within two minutes to win that card. Whoever collects the most cards wins the most target accounts!

WHAT TO DO IF YOU PULL A...

2: CRM CONNECTORS
Onboard your CRM to AdRoll to target ads to desired personas.

RULE: Hug your fave salesperson before they drink their pre-workout shake.

3: POWERFUL AI
Our AI, BidIQ, places the right ad at the right time—for more ROI.

RULE: No need to do anything! (AdRoll's got you.)

4: LARGE B2B INTENT-DATA SET
We have one of the largest B2B data sets to add quality leads to your target account list.

RULE: Give out a salesperson's number to the entire group—they'll love the attention.

5: AUTO-CUSTOMIZED ADS

Ads are dynamically tailored to sales stage, role, industry, and more—at scale.

RULE: Ask the room, "But, does it scale?" and rub your chin pensively.

6: ACCELERATE PIPELINE REVENUE

With auto-personalized ads, move leads through the sales funnel faster.

RULE: Move a meeting to an earlier time, you overachiever, you.

7: CROSS-DEVICE, CROSS-NETWORK

Regardless of the device or channel, your ads will be matched to the right leads.

RULE: DM your work BFF on Facebook, Twitter, and Instagram. Because it's not creepy at all.

8: END-TO-END REPORTING

With our dashboard, you can see each customer's journey, end to end.

RULE: Find a salesperson. Debate who actually closed a deal.

9: SHOW PIPELINE IMPACT

Display the impact of all your marketing efforts on each lead, right in your CRM.

RULE: Humblebrag about CrossFit in a company-wide email.

10: OPTIMIZE PERFORMANCE

Using AdRoll ABM reporting insights, optimize campaign performance and iterate intelligently.

RULE: Ad Tech MadLibs time—cue the airhorns! Come up with a(nother) coherent sentence by using nothing but tech jargon.

JACK: ADROLL ONSITE

With pop-ups, grow your email list.

RULE: Ask the next coworker who walks by for their personal email. Refuse to tell them why you need it.

QUEEN: ADROLL EMAIL

Win customers by retargeting the inbox.

RULE: E-vite the last person who pinged you to a 1:1 birthday lunch. No one will think it's weird.

KING: ADROLL PROSPECTING

Use existing customer data to find new prospects.

RULE: Connect to one of the "People you may know"on LinkedIn that you don't know.

ACE: ADROLL RETARGETING

Bring people back to your site by serving personalized ads.

RULE: Reach out to an ex-boss and ask if they'd hire you again. Bask in the validation. (Hopefully.)

JOKER: UNICORN

Bonus!

RULE: Pitch your $1B company idea to the group. C'mon, don't pretend, we know you've got one.

And that's the AdRoll ABM game! While we know you can't wait to play, we hope you get good use out of the deck for all your other card-game needs. We'd also love to chat about our AdRoll ABM solution, including our award-winning Marketo Connector. We'll shoot you a note soon.