

Deliver Personalized B2B Buying Journeys to:



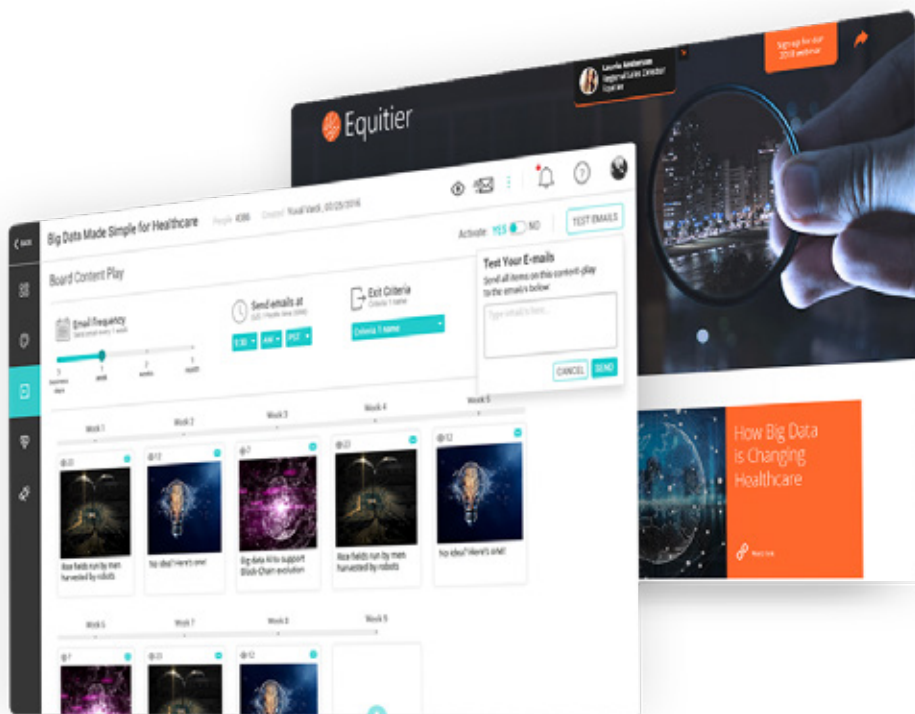
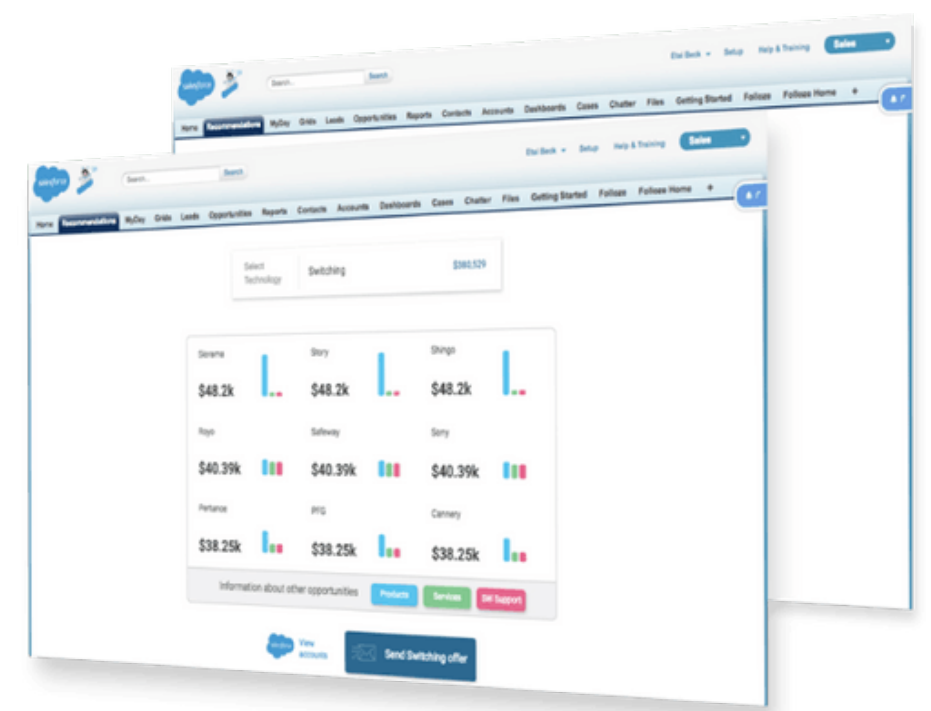
Let's get personal!



## Execute ABM at Scale

### Account-based experiences at scale

Folloze was built from the ground up with ABM in mind. Now you can reach your goals of delivering complete, hyper-personalized account-based experiences at scale, whether it's 1:1, 1: few, or 1: many. Easily launch content journeys that amplify your unique offerings and value proposition, aligns with each of your target accounts and piques their interest.

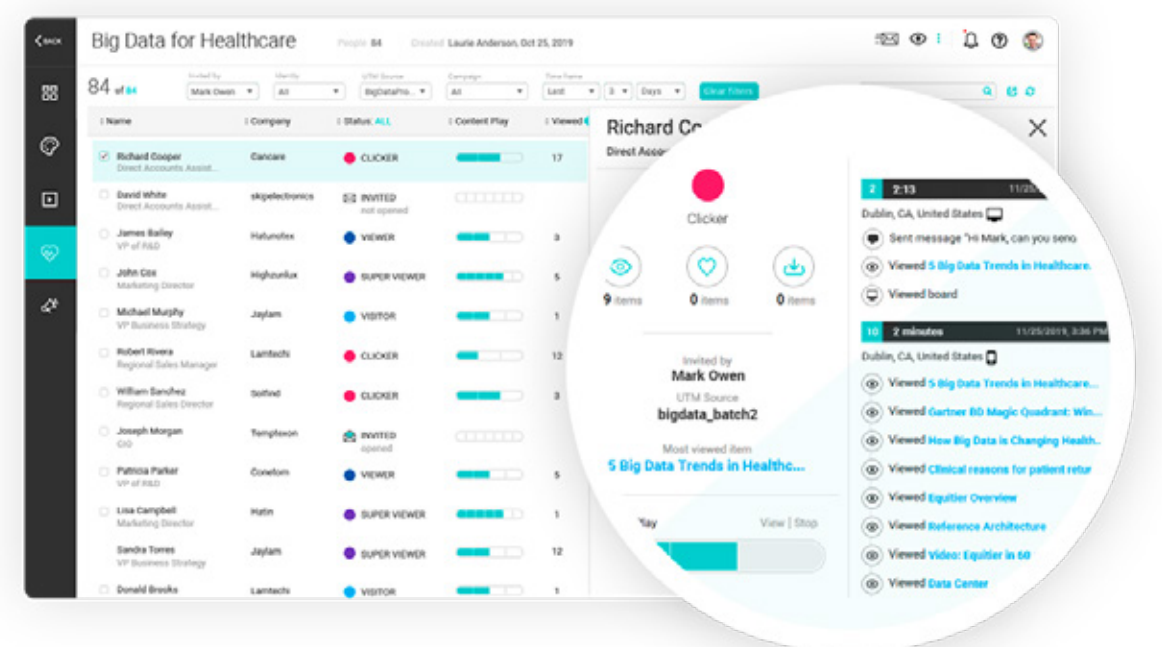


### Deliver campaign orchestration symphonies

ABM demands extremely tight marketing and sales collaboration, and with Folloze, you can orchestrate campaigns that bring sales into the execution process early on. Marketing creates an asset, then sales is notified, they edit/approve, and next the campaign is launched automatically. Personalized for both the seller and prospect, this Send on Behalf technique empowers both teams to focus on what they do best, while providing the best engagement experience for customers.

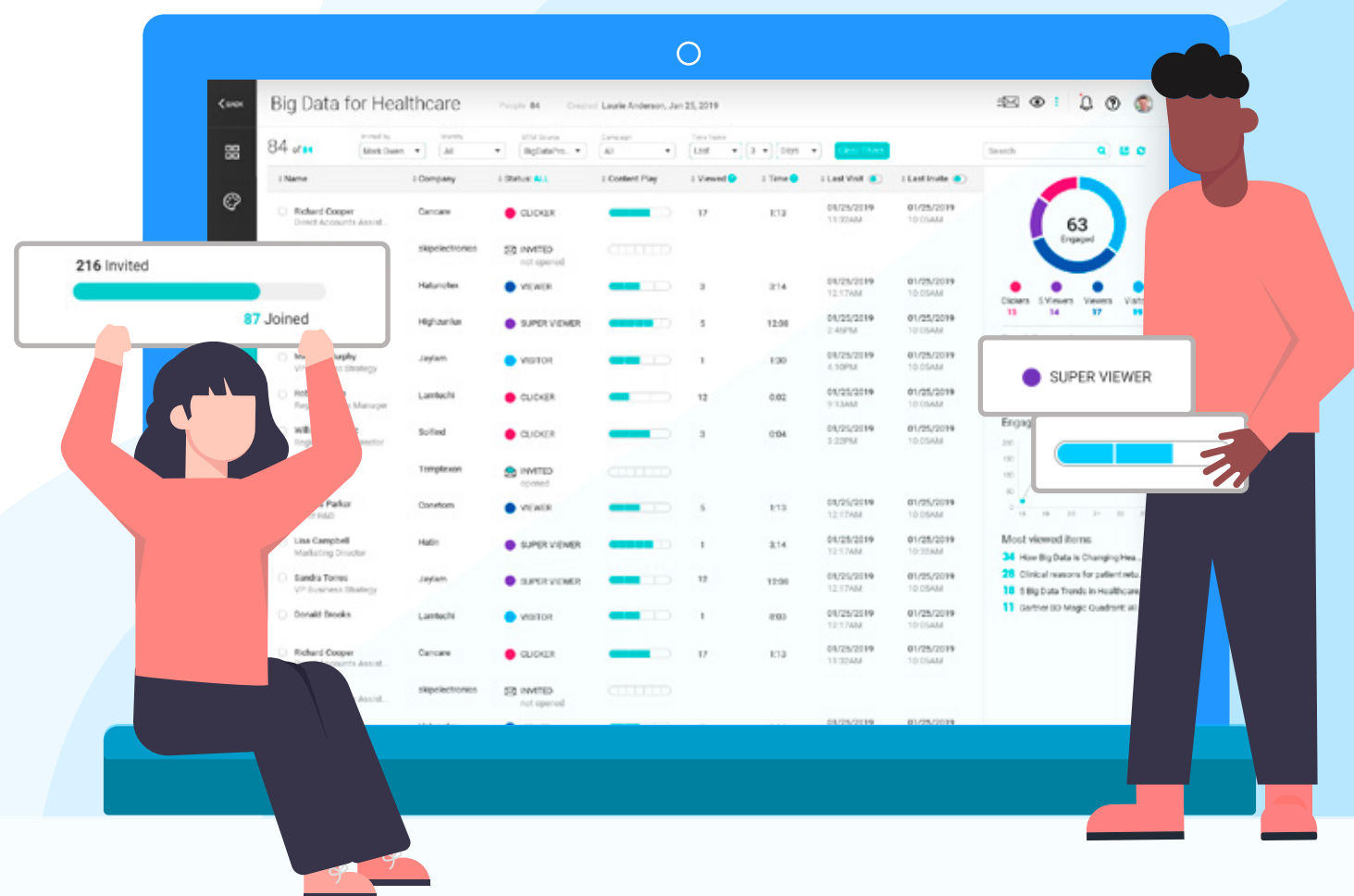
### Tracking engagement is the new insight

Folloze can also help assess a buying team's engagement all the way down to the individual level, based on a set of actions or behaviors performed throughout the buying journey. Every single metric tracked is designed to help teams determine when and where sales should begin to engage.



# The Folloze Personalized Marketing Platform lets mid-to-large enterprises power tomorrow's B2B buying journey

Folloze delivers hyper-personalization at any scale - across multiple channels and use cases, and returning deep engagement intelligence - improving campaign performance and boosting pipeline



## Hyper-personalized customer journeys, at any scale



## Folloze transforms your digital marketing strategy

### Digital marketing all-in-one:

- ✓ Highly dynamic, media rich, landing destinations
- ✓ Personalization technology
- ✓ Video streaming
- ✓ IP → Company matching for personalization
- ✓ Firmographics data for personalization
- ✓ Extensive analytics
- ✓ Comprehensive sales orchestration for ABM at scale
- ✓ Sales campaigns
- ✓ Sales enablement

### Digital marketing ROI accelerator:

- ✓ No coding, <1 hour to build
- ✓ Typical 4x conversion improvement
- ✓ Deep insight into every asset view, duration, location

And Folloze is really easy to set up and helps you get far more out of your existing martech stack. Seriously.



Start hyper-personalizing your marketing today. **Let's talk!**