Terminus Designs Connected Account Experiences To Transform The Buyer Journey

[Terminus](https://terminus.com) is an account-based engagement platform built to deliver revenue through multi-channel account-based marketing (ABM). The platform[, Terminus Engagement Hub](https://terminus.com/engagement-hub/), connects the first and third-party data needed to understand both customers and prospects, with a suite of engagement channels. Terminus launched its Connected Account Experiences program which delivers prospects and customers first-party data to engage with target buyers, connected TV and audio ads to drive awareness and influence, and provide key integrations to support pipeline growth.

Back-Of-The-Box Details

* **Identifying Your Buyer**, the phase-out of cookies means the way marketers usually target and segment audiences for advertising is going to change. With Terminus first-party data, marketers identify 16% more traffic. Marketers can continuously optimize ABM strategies with Terminus Identify, the visitor identification system recently added to the Terminus Platform which features the company's own first-party data sets;
* **Reaching Your Buyer**, through the launch of Terminus CTV and Audio, creates awareness for connected TV and audio ads. Terminus customers can run ads on platforms like Spotify, Hulu, and other popular streaming services; and
* **Engaging Your Buyer**, Connected Account Experiences aims to foster engagement across marketing and sales channels. Through integrations with Outreach, Salesloft and Slack, Terminus’ sales notifications and lead routing may create a synchronized account experience.

Who It's For

For marketers using an ABM strategy already and looking to widen their scope of channels to engage prospects.

What It Solves

91% of marketers agree they want to target customers through tailored approaches like personalized campaigns and outreach. However, many organizations are leveraging a stacked approach with marketing channels operating independently of each other, leading to missed opportunities for critical touchpoints and disconnected account experiences which negatively impact pipeline and revenue. When implemented correctly, Connected Account Experiences intends to help marketers build connections with the right customers.

What Makes It Special

With Connected Account Experiences, Terminus enables marketers to identify their buyers wherever they are, reach them on any screen they use, and engage them with the marketing and sales automation tools their teams use every day.

Contact

[Terminus](https://terminus.com)

888-689-6670